

*Southwest*

DECEMBER

1938

**20**  
CENTS

# BUSINESS

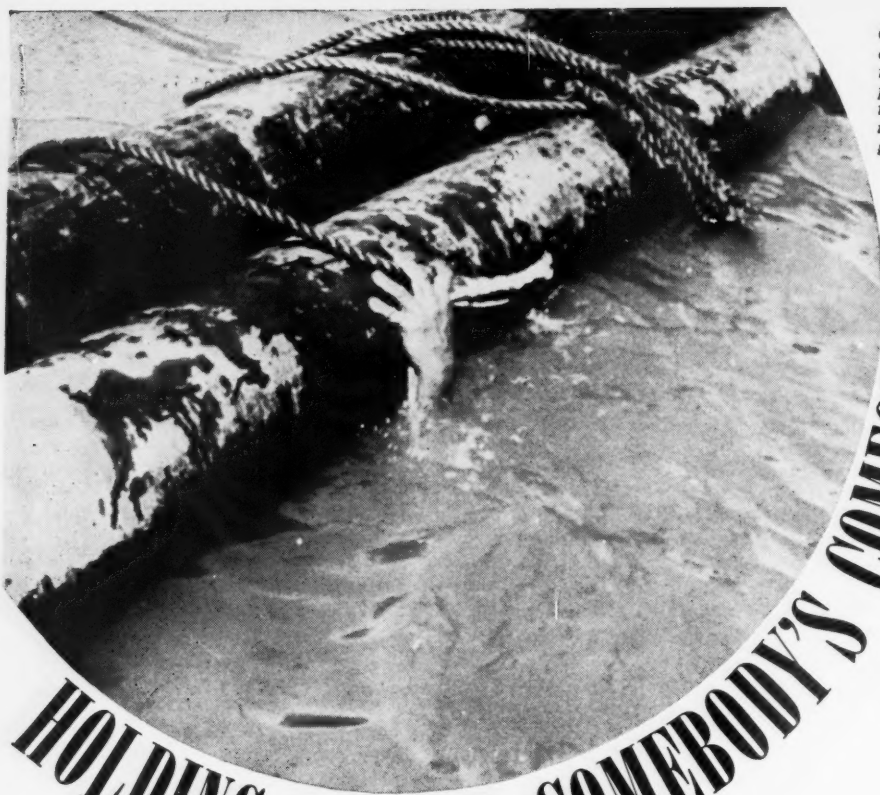
*Published at Dallas in the interest of the Southwest since 1922*



COTTON BOWL  
(See page 6)

## Dallas.. Sports Center of the Southwest

50,000 Visitors Will Attend the Cotton Festival December 30th and 31st and January 1st and 2nd. . . Cotton Bowl Classic, January 2nd.



One of the dramatic moments during construction last summer of new Galveston Bay pipe line was when this gas man dived for other end of rope to lash steel pontoon together for carrying pipe section to laying position.

**HOLDING ON FOR SOMEBODY'S COMFORT**

*He Isn't Drowning!*

- - - just one of the countless jobs of a Lone Star Gas Man

Ever watch our boys work? The next time you see them putting up one of those red steel horse barriers in the street stop a minute and notice how quickly and confidently they go about their business of repairing or replacing a gas main.

All year 3,000 of them have been at work in field and office for the comfort of 237,000 Texas homes this winter. Sometimes it was an important repair job, or a new pipe line job such as the one across Galveston Bay; sometimes it was just a routine "checking-up" to see that everything is ship-shape. Never has

there been a let-up in their work. All this is done to make sure every customer gets economical, trouble-free gas service twenty-four hours a day under every possible condition.

All this work is most important and absolutely essential in maintaining the dependability of this gas service. But if the customer is to enjoy it at its maximum efficiency the work of these men is no more important than the customer's check-up of his own appliances. They, too, should be kept up to date and in good operating condition.

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PRODUCING AND DISTRIBUTING NATURAL GAS FOR FACTORY, BUSINESS AND THE HOME

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A smart looking desk, yet very inexpensive. Seven spacious drawers. Ideal for a Christmas gift . . . . . **\$27<sup>50</sup>**



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Vol. 17 December, 1938 Number 12

## Southwest BUSINESS

Established 1922

Published by  
THE DALLAS CHAMBER OF COMMERCE  
In the Interest of the Great Southwest

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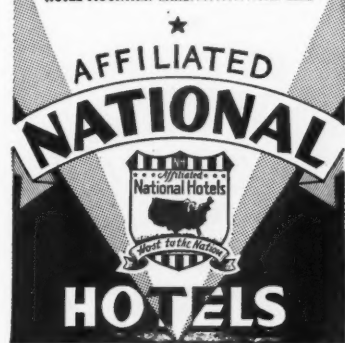
## Fine Foods Win "NATIONAL" Popularity



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BROWNE *Folding Type Casement Windows* with  
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MORE WINDOW PER DOLLAR OF COST than  
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Ask for catalog and drafting room  
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We maintain a complete organization specifically trained to help you with your window problems. Write us or call us. Let us tell you the complete story of our products and our service. Visit our factory and our display room.



# Southwest BUSINESS

VOLUME 17

DECEMBER, 1938

NUMBER 12

## *The Economic Sun Shines Bright again*



**W**HAT a different picture from that dark and gloomy one of a year ago now shines on the eastern horizon as 1938 dawns for Dallas!

Twelve months ago, in spite of an impressive retail Christmas buying season, there was little but hope in the hearts of men here and elsewhere in the nation.

Business curves were sliding downward at an alarming rate and those who remembered the long progress of the movement that began in the fall of 1929 prayed earnestly that this one would not be so long nor so steep.

But with the alarm there was determination. Alarm did not turn into desperation. Fear did not become frenzy. Men worked, they planned, they did not give up. By the end of spring something happened. No one is quite sure what, but things began to look brighter. Business experts predicted the depths had been reached. Economic curves began to straighten out.

Then in summer the curves began to climb again, steady and consistently, in Dallas and all over the nation. Even the dry hot weather that should have been a brisk fall season did not check the recovery march.

Today, as mid-winter approaches, even the most cautious, the most pessimistic see nothing but good for 1939.

The automotive industry, which collapsed so dismally in the winter of last year, is revived, frantically trying to increase its production to catch up with an avalanche of orders that took them completely by surprise, though there had been many predictions by the industry's leaders that last year's figures would be bettered by 30 per cent. Now the prediction is nearer 50 per cent.

And while all this was going on Dallas continued to grow both in population and in industry. New firms came in at a rate not equalled in many years—the big Coca-Cola plant, the Gregory-Robinson-Speas, Inc., vinegar plant, the W. & W. Pickle and Canning Company, the new Canada Dry Ginger Ale and Hires Root Beer plants, the Leggett and Platt Spring and Bed Manufacturing Company, the Shemwell Glass Works, and the two great Federal institutions, the prison for women on the Kaufman road near Seagoville and the Veterans' Hospital on the Lancaster road near Lisbon.

The home building activity of last year was considerably increased this year and all through the summer homes were going up in all parts of the city. Developers were opening new sections and builders found themselves selling homes before they were completed. This rush of home building had a great deal to do with the failure of Dallas to drop to the economic depths reached by other less fortunate cities.

The record breaking attendance at the annual meeting earlier in December showed that there is a tremendous spirit of progress in the hearts of Dallas business men and, encouraged by their success at combating the threatened depression of a few months ago, they show they have the faith and confidence to go ahead into the new year with a vigor that will make next December's review as much brighter than this one as this one outshines that of one year ago.

To the difficult task of leadership the Dallas Chamber of Commerce officers, directors and staff again pledge themselves, in the firm belief that the results will pay for the efforts many times over.



## Dallas— A WEST TEXAS TOWN

# Cotton Bowls and Pigskins

**A**FTER January 2, 1939, tens of millions of Americans will know more about cotton, and will have a better appreciation of the importance of the South's great basic commodity than ever before—all because of a gridiron spectacle.

They will have a better picture of King Cotton's greatness and his troubles because they will hear, read and see the story unfolded in connection with a spotlighted sports event, the third annual Cotton Bowl gridiron battle between the undefeated and untied Red Raiders of Texas Tech and the Galloping Gaels of St. Mary's.

For the cotton industries, this attempt at a comprehensive dramatization of cotton in connection with a sports event is a new adventure. Its leaders are enthusiastic, confident that out of the experiment will come lasting benefits to every unit of the industries and a permanent organization which will stage the Cotton Bowl Jubilee in Dallas year after year.

Impetus for the entire movement for a cotton industries spectacle, to become a colorful background for the big gridiron battle, followed the selection of Texas Tech and St. Mary's to play in the Cotton Bowl January 2. Both teams have special significance to the cotton industries. Texas Tech, third largest institution of higher learning in Texas, is located at Lubbock, heart of the world's greatest cotton producing area.

### Chamber Staff Helps

*Many hours of work prior to the designation of the Cotton Bowl teams and many more after this important decision was made were put in by members of the Dallas Chamber of Commerce staff. It was realized that while the football game might be the most spectacular event of the jubilee, the attracting of attention to cotton and its uses would be of tremendous importance to all of this section. The full facilities of the staff have been turned over to the Cotton Industries Committee, the two school authorities and to the organizations assisting in making a complete success of the jubilee.*

### Two Cotton Areas Meet

The college has done notable work in the textile engineering field, and in research and development of new uses for cotton and cottonseed products. St. Mary's is in California, another area which is becoming of increasing importance to the cotton industries. So both the gridiron elevens that clash in the Cotton Bowl will have the blessings of King Cotton.

"King Cotton goes to town" is the way one committeeman describes the Cotton Bowl Jubilee plans.

When more than 37,000 people paid their way into the Cotton Bowl stadium to see Rice University defeat the University of Colorado in the second annual game on New Year's Day, 1938, leaders of the cotton industries sat up and took notice. William F. Neale, president of the Dallas Cotton Exchange; Burris C. Jackson of Hillsboro, chairman of the State-wide Cotton Committee; John C. Thompson, secretary of the Texas Cotton Ginners Association, and others went into conference with J. Curtis Sanford, young East Texas oil man who heads the Cotton Bowl Classic.

Sanford welcomed the idea of tying in the picture of cotton with the sports spectacle. Mr. Jackson named a cotton industries committee, headed by William H. Jones of William H. Jones and Co., and including such men as Mr. Thompson of the cotton ginners; A. L. Ward, educational director of the National Cottonseed Products Association; Victor H. Schoffelmayer, agricultural editor of the *Dallas Morning News*; and Mr. Neale. This committee conceived the idea of making Dallas one big show window, with sound effects, to dramatize cotton during the New Year's period. It laid plans to take full advantage of the oppor-

(Continued on Page 16)

## WEST TEXAS *Comes to Dallas*

**W**HATEVER may be its geographical location Dallas has become a West Texas town almost over night. During this momentous New Year week-end the streets of Dallas will be crowded with West Texans shaking hands and howdying with each other and with their Dallas Cotton Bowl colleagues.

High-heeled boots on the feet of cattle ranchers, broad-brimmed hats on the heads of sheepmen, will be in evidence, of course, but there will be many thousands of bankers, merchants, doctors, teachers from such metropolitan centers as Lubbock, Plainview, Big Spring, Amarillo, Abilene, San Angelo, El Paso, Brownwood, Stamford, Breckenridge, Marfa and Fort Worth.

To them Texas Tech is not just a Lubbock school, nor is it just another state college. It is a West Texas school and as such is cherished by every West Texan, even though he, himself, may have had a hard time getting through grammar school. East, North and South Texans do not know as much about Texas Tech as they should but any West Texan can tell you how it is changing the theme of living in the west, of its remarkable growth, of its true greatness as a center of education.

So, when Dallas becomes host to Texas Tech, it becomes host to all of West Texas. West Texas is not sending its beloved Red Raiders to Dallas, it is bringing them.

To say that Dallas will be closer to West Texas when the visitors have returned home would be a new world's record in understatements.

For many years West Texas and Dallas have been approaching a clearer understanding of mutual problems, mutual interests. Dallas has begun to appreciate the tremendous growth of that section, the remarkable development it has made. West Texas is daily learning of the services Dallas has to offer in business, finance, entertainment.

On January 2, as West Texans and Dallasites sit side-by-side in the Cotton Bowl and scream their encouragement to the Texas Technological College football team, a friendship will be established for all time to come.

Whatever may be the final score of the game, however, the event will be a victory—a victory in new friendships made and old ones strengthened.

*J. Ben Critz*

*Vice President and General Manager,  
Dallas Chamber of Commerce.*



# Your Business...

## UNDER A MICROSCOPE

"PUBLIC RELATIONS" has become the chief topic of discussion for business men gathered together in conference or convention to decide what is the trouble with their particular industry.

Automobile manufacturers, citrus fruit growers, bankers, all sooner or later get around to the subject of John Public and what he thinks—and how he can be made to think differently.

"We've got to educate the public" is the opening phrase for many a speech on the subject, and then comes a thousand suggestions on how it should be done, with as many ideas as there are men in the conference.

Maybe it is a new product, maybe it is a new plan of commercial credit, or maybe it is a service or a profession in which the public seems to be losing confidence.

The problems usually are very real to the men concerned, truly difficult of solution.

The most common practice, and perhaps the simplest one, is to call in a publicity agent, turn the job over to him and forget it until, many months later, the men are called together again to find out why nothing has been accomplished. They listen to a long report from the press agent. He shows hundreds of clippings of news stories and pictures, editorials and cartoons which he talked soft-hearted newspaper and magazine editors into running.

"This much space would have cost you thousands and thousands of dollars" the publicity man exclaims proudly.

But back in the corner a cynic wants to know about results and nobody seems to be able to determine just what they were. Sales haven't been any better. Two or three in the group produce clippings of adverse press comment not in the press agent's scrap book.

Then the cynic rises to his feet. "We are going about this wrong" he declares, to the horror of the press agent.

"We want the public to change its way of thinking about us" he goes on. "For years we have gone about our business without much regard for the public, unless he happens to be a big customer. All of a sudden we find a need for a better understanding. We want friends. So we hire a man to go and write pieces about us for the paper. We make up a pot and pay him, and go on running our affairs just as we always have—the way the



public has made so clear it does not like.

"Let's start all over again. Let's hire a different kind of man. Let's hire a real public relations man, one that can find out what is the matter with us, find out what it is that the public does not like.

"Then let him come to us and tell us the truth about ourselves, show us how we can change the way of conducting our affairs.

"When the public turns against us, or refuses to buy our merchandise, or seems satisfied with substitutes for the things we have to offer I am inclined to believe that it has some grounds. One man may dislike you for no reason, but when thousands do it there is something wrong.

"Let us get an intelligent man, a fearless man, one who can find out what is wrong and who will not be afraid to tell us what it is. Then let us ask him for advice and take it.

"Maybe he will not have a strong wave of public love for us sweeping the country in a week, a month or a year. But if we put our houses in order the public which gradually lost its faith in us will regain it, slowly at first but surely."

It is a pretty bitter pill for some of the

industry leaders present, especially those who consider themselves highly respected citizens, living and working in a manner above reproach.

One by one they begin to discuss things that might have caused "misunderstanding." A strike in which labor leaders hurled charges against company officials, and officials maintained stony silence; little complaints from dissatisfied customers, considered too insignificant to bother investigating; errors in judgment glossed over carelessly with the hope that the offended persons will forget; ignoring opposition on the theory that to fight it would be undignified.

Someone tells the story of a once universally used soap which reached such a peak of popularity that its manufacturers decided there was no further need for further expenditure of large sums for advertising. Now it is seldom bought in big city stores, occasionally is seen on rural general store shelves.

"See here" shouts one of the party. "We're getting somewhere already. If we, on a moment's notice, can find so many things wrong it is a wonder we are in business ourselves."

And so another resolution is adopted. The press agent, in despair, starts looking for a new client. A real public relations man is hired—one who knows the business from the group up. He is familiar with what newspaper editors consider news. He knows how to draft a cooperative institutional advertising campaign that will be read and believed. But, most of all, he does not fear for his job. He turns the industry wrongside out; finds what is wrong and does not hesitate to use strong language in putting the facts before the industry's members.

Smart business men that they are, they accept his report, act on it and another industry is on its feet again.

### IMPORTANT RETAIL CENTER

Sales Management's 1938 Buying Power Survey ranked Dallas fifth among American cities of 100,000 or more population in effective buying income per capita (\$940). This explains to a certain extent why Dallas has developed into the leading retail shopping center of the Southwest. Another reason, of course, is the extent to which merchants have gone in the building of fine stores in which women like to shop.

# *No Way Out?*

## U. S. CHAMBER THINKS THERE IS —

### *Here Is How*

By **ROGER MILLER**

**Manager, Southwestern Division, Chamber of  
Commerce of the United States, Dallas**



**R**ECENT events in other parts of the world, and here, reveal the instant need of renewed and sustained effort to bring about a better understanding of business and of the American system of free enterprise. H. G. Wells expressed it, "The race is between education and catastrophe."

Noticeable change in the public attitude toward business is definitely under way. Business baiting today is receiving less public acclaim. It is not so salable as political stock-in-trade.

People are beginning to think of business, not in terms of what it does to them, but of what it does for them. The public is responding to the simple truism—"What helps business helps you."

Public officials are finding it more difficult to hide behind a smoke screen of misrepresentation concerning business. Businessmen themselves, after a period of "Let George do it," now are beginning to state their own case, *unafraid*. They are not leaving the job of explaining their policies and practices to the professional agitator, the self-styled reformer, the political medicine-maker.

#### **New Program Started**

Two years ago the Chamber of Commerce of the United States presented a program designed to bring about an understanding of the free enterprise system and all it means to Americans.

The adaptation of this program to local needs by 1,428 business organizations is evidence of the demand and of the sound reasoning back of the effort.

For example, as one part of this activity, businessmen in the last ten months

have distributed more than a hundred million printed pieces, telling this story of the American business system.

Popular fallacies had to be dispelled. The basic fallacy was that "business" is a mysterious, evil thing—and ogre that preyed upon the weak and defenseless. Businessmen, recognizing this misunderstanding, drew a sharp bead upon it.

They concentrated on the job of taking the curse off the word "business" by the simple process of showing the public the flesh-and-blood man behind this label. It exposed the straw in the dummy which the demagogues belabored as a whipping boy.

It brought the issue home—home from the fictitious Wall Street "baron," to the grocer and hardware merchant and banker on Main Street.

#### **Wide Battle Front**

In a thousand communities businessmen carried on an earnest battle for a better understanding of business—its policies and practices. At the same time they resold to their communities the essential work of local chambers of commerce.

Insidious and misleading distinctions between wholesaler and retailer, between East and West, between "big" industry and "little" industry, were broken down. This opened the mind of the average man to consider whether an attack upon business would help or hurt him.

Businessmen, aroused, hammered the public consciousness some two hundred million times with this phrase: "What Helps Business Helps You." It was also carried on 12,148 outdoor boards visible to fifty-two million who passed every day.

Thousands of men and women enrolled as salesmen of the American way, using a "sales manual" which set forth simple facts about what they were selling and about the proposed substitutes for the American system of free enterprise.

These ideas were not proclaimed in the name of vague thousands. They were not "engineered" from a central point. They came from the crossroads, where public opinion is formed, flowing upward and outward until they became a national movement.

#### **Every Media Used**

Here are some of the things that were done: 557 newspapers reprinted the messages, as their own contribution to the movement or upon the initiative of local sponsors.

Hundreds of publications gave impetus to it in editorial comment and by reporting the activities of local business groups.

Participants distributed 9,600,000 pamphlets expanding the shorter messages.

They placarded the messages on tens of thousands of poster boards, in offices, plants, and on trucks. They used more than a million auto and window stickers and multiplied the impression by the use of more than twenty million envelope and letterhead labels.

Radio, movies, schools, lapel buttons, postcards, and some thirty other media, ranging from bank statements to milk bottle tops, were used to swell this chorus.

Speakers addressed more than 5,000 group meetings to enlist the active support of businessmen. Their job was to

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# Auto Factories Hum Again

**A** GAIN this year the Automobile Industry has taken the leadership in the restoration of the economic stability of the United States.

As the new models began to make their appearance here sales executives from the factories told their Southwestern dealers that the industry is set for a 30 per cent increase in car sales over last year. They recited economic trends which will aid in reaching this goal, but mainly they told of determination to do the job whatever may be the obstacles. It was not hopes they were discussing, it was planning.

They did not say, "We expect to sell more cars this year." They said, "We have planned to sell more cars."

Result of this determination, this casting aside of fear, this throwing off of political and economic shackles, is clearly evident today.

So quickly did the automobile buying public respond to the advertising and sales efforts of the automobile men that the factories are swamped with orders. Many of the factories are weeks behind in deliveries. By the end of November there were 350,000 men employed in automobile factories, as compared with 280,000 in September. Automobile men began to raise their predictions, some even going

## Employment Increasing

"With the start of 1938 production employment in the motor industry has picked up rapidly. The rate of production at the factories indicates that 350,000 men were at work in automobile assembly, body and parts plants during the month of November.

"This is in sharp contrast with the level of 196,000 which prevailed during the month of August. The rise began with September when the first 1939 models began to come off assembly lines. Employment that month attained a level of 280,000. October average payrolls were estimated at 330,000 men.

"This direct employment is accompanied by further payroll gains in the numerous industries supplying motor vehicles in which production has been increasing.

"The November employment level is higher than the average for the 12 months of the 1938 model production year, ending September 30. Over that period automobile, body and parts plants employed an average of 337,000 men. Weekly factory wages averaged \$9,200,000 for the same 12 months."

## Used Cars Sold

Ground work for the introduction of the 1939 models was started by the industry many months ago. Last spring and summer factories and dealers joined hands in a nationwide effort to ease a used car situation that threatened to interfere with the efficient functioning of the dealers. Newspapers and radio were used in a campaign to get the used car lots clear, reduce the volume

produce something really new in the way of an automobile.

They felt that if the public is going to be asked to step forward and buy in greater numbers than ever it must be offered something that was worth while buying.

How well they succeeded now is a matter of record. The new cars are more beautiful, more efficient, safer, more economical to operate, more comfortable. But the manufacturers did not stop here. On top of all this they reduced prices!

## Bargain Hunters' Year

The bargain-hunting American public recognized in these new cars a value for the money they had never before seen, and, following the American style of doing business, the public began signing on the dotted line in numbers the most optimistic sales promotion manager had not dared predict.

Today, because of that, steel plants and thousands of other allied manufacturing plants are humming. Raw materials are being consumed. Men are working, in factories, transportation companies, wholesale and retail establishments.

Again the automobile industry has taught the nation that the will to succeed is equal to success.

## Wood Carver Selects Dallas for Plant

Among the recent additions to the industrial life of Dallas was the Lorenz Wood Carving Company and the Lorenz Ornamental Plaster Company, affiliated organizations operated by K. W. Lorenz at 3201 Oak Grove Avenue.

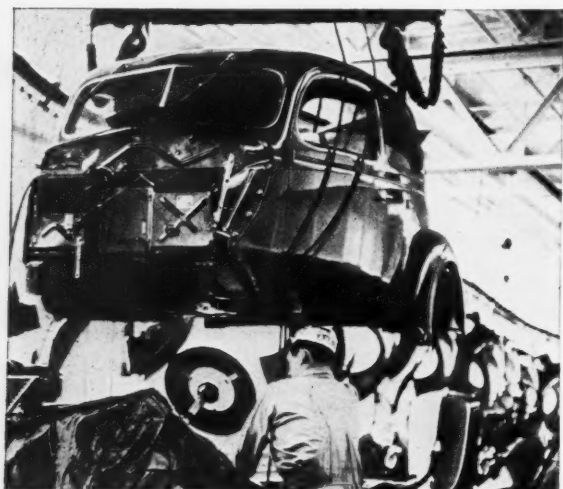
The firm came here from Oklahoma City.

The most modern machinery is used by Mr. Lorenz in the production of all types of architectural designs, furniture, friezes, wooden patterns for castings, and other intricate and difficult work.

Mr. Lorenz has had many years of experience in wood carving, and had long training courses under recognized experts in Boston, New York, Philadelphia and Chicago.

## BUSY CHAMBER CREW

During 1938 the staff of the Chamber of Commerce sent out 221,637 pieces of mail, received 78,721 pieces of incoming mail. The telephone switchboard handled 223,772 incoming and outgoing calls.



The assembly line in a Dallas auto assembly plant. Dallas is one of the leading manufacturing and distributing centers for automobiles and automotive accessories and is a big storage battery manufacturing center.

so far as to prophesy that 50 per cent more automobiles will be made and sold this model year than during the 1938 model year.

The following comment from *Automobile Facts*, publication of the Automobile Manufacturers' Association, shows what the manufacturers thought of the situation at mid-November:

of money automobile dealers had tied up in old cars. To this the public responded nobly and when the new cars were ready for display the dealers were ready for them and discussed "used car problem" was a thing of the past.

For many months before the introduction of new models designers and engineers had studied, worked and schemed to



# SOUTHWEST BUSINESS REVIEW

By HAROLD M. YOUNG

District Manager, Bureau of Foreign and Domestic  
Commerce, U. S. Department of Commerce, Dallas

**A** GENERAL summary of the national picture might be in order so that we may the better understand the information that will follow which relates to the Gulf Southwest Area. Retail trade increased at a more than seasonal rate during September and department store returns for the first three weeks of October indicate that sales were on about a par with September although the usual seasonal change is toward higher figures. Temporary conditions apparently influenced the movement since consumer purchasing power has continued to rise. Reports of dealer orders for the new models of passenger automobiles indicated definite improvement in the sales prospects of automobile dealers, but the limited supply of 1939 model cars restricted actual sales during the month.

September sales of general merchandise showed improvement in most lines and on the whole, the gains were moderately in excess of the sharp rise which is customary at this period. For department stores the adjusted index increased three points to 86 (based on 1923-25 average as being 100) and the index for sales of variety stores recorded a large gain over August. Rural sales of general merchandise also expanded as is customary at this season, but September sales were smaller than a year ago, whereas in August they were about even with those of August, 1937.

## Better Than September

Rural sales in October for the country as a whole were down 12 per cent. The decrease for the South was the same as that for the Nation. October sales as compared with September sales of this year showed an increase for all regions. However, these regional gains were less than the usual seasonal amounts with the exception of that recorded in the Far West which was more than double the gain which usually takes place from September to October in that region.

Retail sales have in general continued to make an improved showing in comparison with sales in the corresponding period of 1937 in many lines although the results have not been uniform. The report on sales of independent stores released by the bureau of Foreign and Domestic Commerce and based on reports from more than 18,000 retailers has indicated a narrowing of the margin of loss from a year ago in each month since May. In September the decline in sales for this group on

a daily average basis amounted to 15 per cent as compared with 17 per cent in August and 20 per cent last May. Retail sales as shown by these reports for Texas in October showed a decrease of about 12 per cent in dollar volume from October of last year, 11.8 to be exact. In Oklahoma the decrease for the same period was 8.3 per cent and in Arkansas the decrease was 7.6 per cent. The October decrease in Texas for cities of 100,000 and over from October of last year was 9.9 per cent, somewhat better than the showing of the state as a whole.

## Wholesale Gains

Dollar sales of 2,500 wholesalers' reports to the Bureau of Foreign and Domestic Commerce were about 14 per cent larger in September than in August on a daily average basis. Comparisons with a year ago recorded some further improvement, but total sales in September were about 13 per cent lower than in September, 1937. The inventory position of wholesalers has shown little change in recent months.

For manufacturers' reports on dollar sales, daily average sales recorded about the same improvement over August as was reported for wholesalers and retailers. Comparisons with a year ago were more satisfactory for manufacturers due mainly to the fact that the recession in business activity last fall was reflected in manufacturers' sales earlier than in the sales of either wholesalers or retailers.

"The Survey of Current Business" reveals that business activity continued to move forward during October. Cotton manufacturing which moved up rapidly during the summer months is the major industry showing a decline on a seasonally adjusted basis. Cotton consumption in September increased but slightly, whereas a substantial seasonal gain is usual. Preliminary data for October indicate a further decline in the seasonally corrected index of cotton consumption.

Income payments to individuals rose in October for the fifth consecutive month. The increase in the aggregate flow of wages, salaries, dividends, interest, entrepreneurial income and relief payments over September was greater than the usual seasonal rise. Despite the sustained improvement in recent months, the index was 7 per cent below the recovery high of 90.2 (1929 equals 100) recorded in August, 1937, and 5 per cent below October, 1937. With the cost of living

currently 4 per cent below a year ago, the flow of real income to individuals during October was but little reduced from October of last year. If this rate of improvement is maintained through the final quarter of the year, total income payments will show a decline from the 1937 results of less than 6 per cent. When consideration is given to the moderate decline in the cost of living this year, it is apparent that the reduction in purchasing power derived from income payments from 1937 to 1938 has not been marked.

## Nearly Equal 1937

Thirteen department stores reporting to the Dallas Federal Reserve Bank for the calendar week ended November 26 as compared with the same week of last year, show that six stores in Dallas had a decrease of only 0.8 per cent, while seven stores in Houston, Fort Worth, San Antonio, and El Paso had a decrease of 7.0 per cent. The total district was minus 3.8 per cent. The four weeks period ending November 26 compared with the same period of last year showed Dallas with a minus of 2.9 per cent, the other cities combined had minus 5.3 per cent, while the total district was down 4.1 per cent. A cross section of Dallas retail trade, including women's specialty stores, men's stores, jewelry stores, as well as department stores, for the week ending November 26 showed approximately half registering gains over the same period of last year. The first half of the week beginning November 28 presented approximately the same picture. In other words, about half of the stores reporting gained.

At the present time the Panhandle Area of Texas early in December was badly in need of rain for the wheat crop, the topsoil particularly needing moisture. In the South Plains Area many wheat farmers are awaiting rains since plantings can be made up to about December 20. Range conditions are about the same as last year for Texas, but rain would bring about improvement. The limited wheat belt of North Texas also needs rain and the same situation exists for small grains. Cotton farmers in general are waiting for results of the AAA ballot on marketing quotas, which takes place on December 10, before they proceed to make final plans regarding plantings for the coming year. Livestock prices are being well maintained considering the drop in other farm prices and as a consequence, many

(Continued on Page 26)

# THE MARCH OF BUSINESS

## MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown. Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938	1937		1938									
	October	October	November	December	January	February	March	April	May	June	July	August	September
Bank debits (dollars, in thousands)	240,403	269,893	246,902	293,829	256,064	219,181	248,997	231,231	212,808	227,403	214,666	222,102	238,479
Bank clearings (dollars in thousands)	237,109	251,045	227,286	238,805	215,980	186,541	220,733	201,878	185,827	198,913	197,695	199,986	227,945
Building permits (dollars)	977,683	859,214	895,951	877,316	965,643	752,929	996,338	1,186,742	1,134,065	958,113	855,475	1,094,279	884,265
Motor vehicles (new registrations)	708	1,218	1,018	1,065	965	943	1,228	993	874	946	985	680	624
Electric meters	82,217	79,617	79,661	79,815	79,763	79,964	80,235	80,522	80,813	80,810	80,833	81,187	81,751
Telephones	88,770	85,029	85,304	85,634	86,059	86,331	86,697	86,730	87,202	86,935	87,028	87,341	88,375
Gas meters	78,338	75,516	75,997	76,267	75,950	76,350	76,524	76,731	76,692	76,787	76,930	77,248	77,676
Water meters	73,686	71,136	71,269	71,413	71,528	71,560	71,939	72,184	72,495	72,748	73,025	73,408	73,280
Postal receipts (dollars)	398,122	398,231	371,611	481,862	331,074	312,817	270,366	354,304	341,240	346,648	319,152	337,832	373,646
Industrial power consumption (in kilowatt hours)	3,824,823	3,948,160	3,291,514	2,913,340	2,863,279	2,800,015	2,795,540	2,979,943	3,026,839	3,668,261	4,059,636	4,257,724	4,330,163
Industrial gas consumption (in thousands of cubic feet)	388,569.2	388,933.2	476,334.2	541,584.4	512,710.0	444,825.6	381,250.2	365,432.0	320,029.6	349,504.6	348,742.6	395,407.2	366,308.2
Street cars and bus traffic (passengers)	5,832,312	5,439,784	4,891,452	5,037,650	4,928,764	4,620,917	5,278,917	5,299,389	5,338,423	4,957,229	4,792,131	4,903,512	5,170,573

# Spring Buying Season

SET FOR JANUARY 23  
TO FEBRUARY 11

*Dallas theatres, hotels and night spots will join with the Dallas Manufacturers and Wholesalers Association in one great program of entertainment that will eclipse anything yet attempted in Dallas for the off-duty hours of visiting retail buyers. A trip to Dallas during the formal Spring Market Season will be an event long to be remembered by the merchants and their families.*



A STUDY of Southwestern inventories indicates that retailers of this area are approaching the end of the year with virtually empty shelves—a condition which Dallas wholesalers and manufacturers note with satisfaction as they plan for the Spring Market Season, January 23 to February 11.

Already the wholesalers and apparel manufacturers have spent many days studying style trends, checking style sources to learn what the women of America will wear next spring. Because of the earlier seasons in the Southwest the Dallas wholesalers must exercise the utmost care in their selections.

Deep understanding of Southwestern women however has guided the wholesalers and manufacturers in the past with unerring accuracy and will do so again this year. So accurate have been the Dallas men's predictions that this has become known as the style leadership market of the nation and the gowns and hats which will reach their popularity in April and May elsewhere in the nation will be well established here in March.

Big news of Spring styles will be disclosed at the two Style Shows to be held in the Municipal Auditorium during the Market season. The first will be on Janu-

ary 24 and the second just one week later. The Southwest Style Show Association, headed by E. L. Blanchard, is planning the most elaborate presentation of fashion ever attempted here.

"The wholesalers will have their stocks ready by the middle of January," said Lester P. Lorch, president of the Manufacturers and Wholesalers Association.

"We are planning an unusual program of entertainment for the visiting merchants that will assure the buyers many pleasant hours here after the day's work of buying is completed."

In preparation for the market season the association will launch soon a comprehensive advertising campaign, recounting the advantages of the Dallas market, its completeness, its nearness, its fashion correctness, its friendliness and its fast delivery service.

Arrangements have been made with Dallas hotels to assure satisfactory accommodations for all visitors to the market during its three weeks, regardless of what other attractions may be drawing visitors to the city.

The 1938 Buying Power Survey of *Sales Management* magazine estimated Dallas' 1937 wholesale volume at \$585,-824,000. The wholesale census of the De-

partment of Commerce records more than 1,000 wholesalers in the market. The value of manufactured products added to the wholesale volume places the market volume for 1938 at close to \$750,000,000.

## Berns Moves to New Quarters

Morris A. Berns, Dallas advertising and display firm, has moved to new headquarters at 1420½ Wood Street.

A complete line of modern display and advertising materials is shown at the new plant, so arranged that display men may observe finished show window effects.

The new plant has 5,000 square feet of floor space. Large stocks are carried and the firm will specialize in quick delivery, to any city in the Southwest, of art work, show cards, signs, cut-out lettering, process work and any other material needed for display, advertising or background effects.

## TRANSPORTATION FACILITIES

Dallas has more railway, airline and highway facilities than any other Southwestern city—making it easily accessible to wholesale buyers and furnishing quick delivery service on merchandise to any section of the Southwest.



# Dallas Business

## Graphic Review of Dallas Business

Business Indices, October, 1938, compared with October, 1937

<b>AIR MAIL POUNDAGE</b> 1938 54,821 + 16.5% 1937 47,241	<b>POSTAL RECEIPTS</b> 1938 \$398,122 —.002% 1937 \$398,231
<b>NUMBER OF BUILDING PERMITS</b> 1938 658 + 5.1% 1937 619	<b>BUILDING PERMITS</b> 1938 \$977,683 + 12.1% 1937 \$859,241
<b>BANK CLEARINGS</b> 1938 \$237,109,000 — 5.6% 1937 \$251,045,000	<b>TELEPHONES</b> 1938 88,770 + 4.4% 1937 85,029
<b>BANK DEBITS</b> 1938 \$240,403,000 — 10.9% 1937 \$269,893,000	<b>ELECTRIC METERS</b> 1938 82,217 + 3.2% 1937 79,617
<b>STREET RAILWAY PASSENGERS</b> 1938 5,832,312 + 6.9% 1937 5,439,784	<b>GAS METERS</b> 1938 78,338 + 3.7% 1937 75,516
<b>INDUSTRIAL CONSUMPTION OF NATURAL GAS</b> 1938 388,569.2 C.F. —.001% 1937 388,933.2 C.F.	<b>WATER METERS</b> 1938 73,686 + 3.5% 1937 71,136
<b>INDUSTRIAL CONSUMPTION OF ELECTRIC POWER</b> 1938 3,834,823 K.W.H. — 2.8% 1937 3,948,160 K.W.H.	<b>NEW CAR REGISTRATIONS</b> 1938 708 — 41.8 1937 1,218

Fifty-four new business concerns located in Dallas during November, bringing the total for eleven months of 1938 to 841. November's list includes ten manufacturers, nine wholesalers, nineteen retailers, two oil companies and fourteen miscellaneous. In the list are three branches of national concerns.

Among the new concerns of the month were the following:

### Manufacturers

Apache Oil Tool Company, 1515 Fort Worth Avenue, being organized by H. John Eastman and associates, to manufacture oil well tools.

B. & B. Manufacturing Co., 1015 Jackson Street. Children's clothing.

B. & S. Sheet Metal & Roofing Co., 506 North Bishop Ave. Sheet metal products.

Bleeding Bait Manufacturing Company, 3404 Main Street. Manufacturers of fish bait. Moved to Dallas from Beaumont.

Electric Photocopy Company, 302 Insurance Building. Blue prints.

M. B. M. Productions, 811 Wholesale Merchants Building. Motion pictures.

Oak Cliff Machine Shop, 624 South Polk Street. Machinists.

Old Gold Kitchen Products, 123 North Haskell Avenue. Food products.

Seal Pack Nut Company, 5117 Columbia Avenue. Processing edible nuts.

Watson Sausage Company, 3120 West Davis Street. Smoked sausage.

### Wholesale and Branches

Automatic Music Company, 709 South Ervay Street. Phonographs.

E. G. Bower Lumber Company, 517

Southland Life Building. Wholesale lumber.

Coin Machine Exchange, 600 South Ervay Street. Coin-operated machines.

Hospital Equipment Corporation, 2501 Commerce Street. Hospital supplies and equipment. Home office, New York. William D. Reisman, manager.

Frank G. Miller Distributing Company, 1313 Young Street. Distributors of Muehlebach beer.

North Texas Chemical Company, 1329 North Peak Street. Chemicals.

Paramount Wax Products Company, 304 Liggett Building. W. H. McKnight, manager. Home office, Weslaco, Texas.

Smith Meter Company, 1206 Republic Bank Building. Measuring meters. C. E. Valentine, Jr., manager.

Southern Equipment Company, 616 Southland Life Building. Machinery.

### Petroleum

L. M. Roome, 410 Gulf States Building. Oil operator. Moved to Dallas from Tulsa.

Trans-Southern Petroleum Corporation, incorporated by M. P. Stewart, Carl Mays, F. L. Mitchell. Oil producers.

### Miscellaneous

Britain Optical Company, 826 Wilson Building. Opticians.

Dr. William Arthur Evans, 3511 Cedar Springs; biopsychologist.

Fidelity Appraisal Company, 1210 Dallas National Bank Building. Appraisals.

J. J. Fryar Plumbing Company, 1706 North Fitzhugh Street. Plumbing contractors.

Keel Auto Steam Cleaning Plant, 2701 Commerce Street. Automobile service.

Midway Park Property Co., 2723 Second Avenue. Real Estate.

Sunshine Cleaning Company, 209 South Peak Street. Cleaners.

Wright Insurance Agency, 1410 Dallas National Bank Building. Insurance.

Arthur L. Wolf Realty Company, Tower Petroleum Building. Real estate.

Every month there are more than three hundred new families called on and welcomed to Dallas by the Welcome Wagon.

### Stenotypy

"Stenotypy," Mr. Feighner said, "is the machine way of taking dictation. Graduate stenotypists have a minimum sustained speed of 150 words per minute. Stenotype notes written by one operator can be easily and accurately transcribed by any other operator, because plain English letters are used instead of symbols. Stenotypy is the touch method of stenography—the machine is operated without the use of the eyes, just as a typewriter is. The Stenotype machine is not sold to firms—the operator owns the machine, and the employer has no investment to make."

## Life Insurance Sets New Records

By the end of this year, the total amount of life insurance in force in the United States will be the largest in history, according to Julian Price, Greensboro, N. C., chairman of the thirty-second annual convention of the Association of Life Insurance Presidents last week in New York.

Mr. Price reported that the total amount of life insurance in force on December 31 will approximate \$110,-300,000,000. He based this figure on data from 208 companies which had in force at the beginning of this year 97 per cent of the life insurance outstanding in all United States legal reserve companies. Actual records were used for the first ten months of the year and estimates for the last two, he said.

The total amount of life insurance in force represents an average coverage of \$1,725 on about 64,000,000 lives, Mr. Price stated. He continued: "While the outstanding total is the largest on record, it is the spread of the protection, rather than its dollar value, that indicates its importance in the underwriting of human values. When beneficiaries and policyholders are counted together, it is indicated that the current life insurance coverage extends to 100,000,000 persons. Actual payments under present insurance in force will be distributed over a long period of years in the future but each policy has a very real present value in that it represents a definite sum available at any time whenever the need, for which it was designed, arises."

It is estimated from figures furnished by the 208 companies that new life insurance acquired from all United States legal reserve companies during 1938 will amount to \$11,800,000,00 which is \$2,-996,000,000 less than the 1937 figures, Mr. Price stated.

The chairman's report to the convention also disclosed that at the end of this year amounts paid or credited by life insurance companies to policyholders and beneficiaries will total \$2,600,000,000. Of this amount, 37.5 per cent, or \$975,-000,000, will have been paid in death claims to beneficiaries of deceased policyholders. The remaining 62.5 per cent, or \$1,625,000,000, will have gone to living policyholders as matured endowments, annuities, surrender values, policyholders' dividends and disability payments.

The policy payment figures announced by the chairman were based on the records of 48 companies which disbursed last year 92 per cent of the total payments to policyholders and beneficiaries by all United States legal reserve companies.



All through the year  
our thoughts have centered on making our  
service friendly and efficient — for you! At  
this holiday season we pause to tell you how  
deeply we appreciate the business you have  
entrusted to us, and how earnestly we hope  
to merit your consideration for many, many  
years to come. May the sincere thanks of  
every officer and employee of First National  
be expressed to you in Yuletide fashion!



"A Merry Christmas  
and  
A Happy New Year  
To You All!"



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## Accountants and Auditors

### DALLAS, TEXAS

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Tulsa, Okla.  
Houston, Texas

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Toronto, Canada  
Mexico City, Mexico  
Buenos Aires, Argentine  
Rio De Janeiro, Brazil  
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## THE MODEL TAILORS

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## COTTON BOWL

(Continued from Page 6)

tunities available for newspaper, magazine and radio publicity.

So the New Year will find the 1939 Cotton Bowl event more than a football game.

### All to Take Part

It has been named the Cotton Bowl Jubilee, which includes sports, dramatization of King Cotton, and a crowded calendar of big time entertainment attractions which Dallas has arranged for the tens of thousands of visitors for the New Year's period.

The Cotton Bowl Jubilee will be officially opened Friday night, December 30, to continue through January 2.

From the cotton industries' standpoint, the event has so many aspects that it is impossible to detail them. A few, however, will give an indication of what is planned.

Store and window displays will feature cotton and cottonseed and their products. Cafes and restaurants will publish souvenir menus on cotton paper, featuring the 21 foods derived from cottonseed. Their waitresses will wear attractive cotton dresses, and in their hair in the manner of the Spanish senorita, will be cotton bolls.

Hotels will issue souvenir cards to their guests, emphasizing the part that cotton plays in daily life, the fact that guests slept on cotton mattresses, cotton sheets and pillow cases, used cotton towels, etc.

Texas Technological College at Lubbock will send elaborate exhibits from its textile engineering department. Other schools and colleges will cooperate in similar manner. Texas Tech was cooperating wholeheartedly in staging the cotton spectacle even before its famous football team was invited to play in the Cotton Bowl game.

Sanford is fertilizing the Cotton Bowl field, to insure a green turf of winter grass, with cottonseed meal. Photos and news stories on this particular publicity angle will attract attention from coast to coast.

### To Welcome Strangers

Strangers to cotton land will benefit from continuous open houses which the Dallas Cotton Exchange, gin manufacturers, cottonseed crushers and cotton mills will hold during the jubilee period.

Pyramids and archways of cotton bales in railway and bus depots, at highway entrances and other conspicuous places will proclaim the cotton celebration.

Radio broadcasts and newspaper stories will have cotton industries for their backgrounds. Already a song, "The Cotton Bowl Jubilee," has been inspired by the plans.



## Dallas Furniture Store 41 Years Old

**H**OW a dream and an ambition became a reality is the story of the Anderson Furniture Company and the founder, E. M. Anderson, who is still president. Forty-one years ago Mr. Anderson, determined to build a business which would be respected and remembered; it was his ambition to furnish the homes of Dallas and Texas persons of moderate means, and to plan the interiors of the modern palaces which would develop in Dallas.

With a spring wagon and a gray horse, he and a negro helper sold and delivered from the first stock of \$500.00 worth of furniture from a one-story sheet-iron building. The first furniture Mr. Anderson sold was second hand and styled in the old colonial manner. Now Mr. Anderson carries in stock every new and modern type and period of furniture. In those days customers drove up to the store in buggies or on horseback to choose the modest furnishings for their small homes. Mr. Anderson would drive from his store, then almost in the country from Dallas' business section, and deliver the merchandise to the porches which served as unloading platforms when the owners were prosperous and as lounging places when

times were dull.

Today large delivery trucks leave Anderson's three-story building to serve the homes of Dallas and the state. The store keeps a stock valued at several hundred thousand dollars and employs about sixty men and women. Anderson's policy has been to handle standard lines of furniture, moderately priced. The store appeals to those who cannot afford extravagances but demand good, substantial merchandise which they can enjoy and be satisfied with for a lifetime. Cheap furniture is expensive in the long run, Mr. Anderson believes, and he wishes to protect the interest of his customers.

Mr. Anderson further states: "It is interesting to note the cycle in which furniture woods as well as styles seem to travel." Years ago walnut and mahogany were used almost exclusively to manufacture furniture. Then light oak began to appear along with sixteenth century finish, or shade oak. Here a radical change took place, and mission oak, which is very dark almost black wood, took possession of the industry. Lines were extremely straight and plain. In a few years, the fumed oak came in and was used longer and was popular for a greater length of time than any other wood. It was of a soft color similar to our Huguenot walnut. Then for a considerable length of time, the lighter shades of walnut and mahogany were most universally used. Next came Jacobean oak, used extensively, particularly for dining room furniture. Now we have a wide variety of woods and finishes that all conspire to make the home a more beautiful and comfortable place.

Making you glad you are home should be the duty of furniture. More progress has been made in the furniture business and more thought has gone into it in the last ten years than in previous years. Mr. Anderson has more than done his part to help the advancement in style, durability and quality of merchandise. Today a customer may feel sure of getting the highest quality merchandise at prices that have been carefully watched and kept in line in order to give families of moderate means a chance to have home furnishings they may be proud of. The psychological and physiological effect of colors in rooms has been discovered to be tremendous. Now we are using color to the best advantage in wood, covering, drapery and bric-a-brac.

In short, the story of the Anderson Furniture Company, which has been in the same location at 2101 Elm Street for

(Continued on Page 18)

### HORSEMANSHIP GAITED HORSES

*Come Out and Ride*



Arthur J. Mueller is proprietor of Hilltop Stables, which rents gaited saddle horses by the hour; breeds, boards and trains, buys and sells fine saddle horses. A capable riding instructor is in charge at all times.

### HILLTOP STABLES

*On Top of the Hill North of Vickery*  
ARTHUR J. MUELLER, Proprietor

*Don't Miss*

**Texas'  
Most Popular  
Hotels**



Wherever you go in Texas—remember that if there's a Hilton Hotel you are assured of the best of food... rooms... service without one cent of undue cost. One purpose governs all Hilton Hotels... to make every customer want to come back.

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A new hotel at Albuquerque, New Mexico, to be completed early in 1939

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The largest and best assortment of good toys in the South

We have the best merchandise obtainable in our store

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# BUSINESS BONERS

A young Dallas doctor walked into a small dress shop on Elm, asked to be shown something extra nice in the way of night gowns. He discarded the first two shown him, asked for something better. The saleswoman smirked and slyly remarked: "It's easy to see you're not buying this for your wife." The doctor stared at her a moment in amazement, then walked out of the door without another word. It so happened that he was buying the night gown for his wife.

A housewife gave up trading with one of the cash grocery stores a few days ago, after many years of patronage. To a friend she explained that the new market manager tries to get "cute" every time she goes there to buy meats. She is not bigoted—she just doesn't like smart alecs.

A barber who, too loudly, called attention to a patron's need for a shampoo, and followed that by scratching the scalp and showing its owner the white flakes under his fingernail, humiliated a friend of long standing, lost a valuable customer to the shop down the street where barbers are a bit more versed in diplomacy.

A variety store owner, in one of the suburban business districts, either knowingly or accidentally, shortchanged an eight-year-old school girl the other day. The mother, waiting outside, noticed the ten-cent error when the girl came out. Indignantly she went inside, demanded the correct change, got it and flounced out. She has told that story in a dozen homes, has cost the variety store operator many dollars of sales.

Scolded a bit because of lateness in the delivery of a much wanted package the delivery boy for a Dallas department store answered: "You are not the only customer our store has, lady. Why didn't you bring it home with you if you were in such a hurry for it?" The woman did not complain to the management. She just closed her account.

Oft repeated is the story of the roughly dressed man who went into a large Dallas store and asked to see some fur coats. A haughty sales girl showed him one priced at \$150. "That is not quite what I am looking for," the man said. "We don't carry anything cheaper," answered the sales girl in a tone of finality as she returned the coats to their places. The man hesitated a moment, thanked her and walked out. Thirty minutes later, in another store down the street, he signed his name, well known in oil circles, to a check for \$2,000, asked the courteous saleswoman to send the coat to his wife in an East Texas town.

A mistake in bookkeeping, followed by a rather sharp, "Please take care of this right away," letter, so disturbed a Dallas woman that she closed an account that had been running for twenty years. She had never failed to pay her account in full the first of every month and the apologetic explanation of the management that her last check had been, in error, credited to another person's account, did not remove the sting of that demand for payment, the first she had ever received.

(Continued from Page 17)

over forty-one years, began back in the days when there was much horse trading at the courthouse, when buggies were the best means of transportation, when "Out West" was "Way Out West." And through the years of hardships and fought-for progress the Anderson Furniture Company has stayed abreast of time and now lives to see the day of high

powered, streamline automobiles, fast aeroplanes, huge steam liners—and boasts a furniture store that has been, and will continue to be respected through the years to come for its high standards and honest policy. The Anderson Furniture Company and the Anderson Furniture Studio are the embodiment of Mr. Anderson's dreams and ambitions.

## Realtors Plan Dallas Meeting

Dallas Realtors, headed by Lovell Turner, general chairman, are busy preparing for the South Central Regional Conference in Dallas, January 27 and 28.

Officers of the National Association of Real Estate Boards and of its institutes, divisions, and councils for the year 1939, elected at its annual convention in Milwaukee, Wisconsin, just closed, will be formally inducted into office at a banquet to be held here Friday, January 27, the local real estate board has announced.

The installation of national officers will take place in connection with the January meeting of the association's board of directors, and with the meeting in Dallas that week of the South Central Regional Conference of the association.

The association's board of directors, and executive groups of the institutes, divisions, and councils, will meet on January 26, with headquarters at the Baker Hotel.

The regional conference, bringing together all realtors of eight states, Missouri, Kansas, Texas, Arkansas, Louisiana, Oklahoma, Colorado, and New Mexico, will be a two-day session on current developments in real estate business practice, drawing its speakers both from men of the south central states who are making notable current contributions to real estate method and from leaders of real estate over the country who will be present for the series of meetings. The regional sessions will be held at the Hotel Adolphus, January 27 and 28.

Joseph W. Catharine, Brooklyn, president of the association, will preside at the directors' meeting in which both outgoing and incoming members of the board are asked to take part. He will preside also at the inaugural banquet and will formally induct into office his successor, E. L. Ostendorf, Cleveland, who will be the principal banquet speaker.

Other speakers to be heard at the Dallas meeting include Elmer Wheeler, who will talk on salesmanship; David Neiswanger, vice president of the association; Dr. James Shelby Thomas, president of Chrysler Institute of Engineering, on "New Business Frontiers for Smart People"; Hugh Potter of Houston on large-scale housing projects; and James C. Downs, Jr. of Chicago, on real estate economics.

### DALLAS GROWS

During 1938 Dallas increased its population by nearly 15,000 persons, bringing the total to 362,636 (City Directory estimate). This means some 5,000 new families came here to rent or buy homes, buy public utility services, shop in Dallas stores.



Recent improvements to the Praetorian Office Building have made it one of the most modern structures in the city from the standpoint of comfort and convenience to tenants.

Most recent expenditure was \$25,000 for the improvement of elevator equipment.

Every office in the building has circulating ice water, as well as hot and cold water. The water is from the building's own artesian well. Every office has an outside exposure, has a private vault and is trimmed in selected Philippine mahogany. The building's vacuum system makes possible quick, thorough cleaning of all offices.

Ceiling fans recently were installed in all offices.

The building has been pronounced thoroughly fireproof.



# Southwest BUSINESS Salutes Life Underwriters

Realizing, perhaps more fully than the average business man, the important place Dallas occupies in the insurance world . . . as the fourth, and possibly the third, largest insurance center in the United States, SOUTHWEST BUSINESS is happy to salute a number of Dallas Life Underwriters who are among those leading the parade of these most useful citizens and to quote for several months the tributes paid these and their fellow workers by a number of prominent men and institutions.

## Salute to the Valiants Who so Securely Built Life Insurance

LIFE INSURANCE in the United States is almost a century old. In a man this would be a venerable age. But in an institution a hundred years may be scarcely even childhood's term. And this is true of life insurance — first, creeping; then walking, and now maturity's power of endurance for the race.

The past should be treasured and praised because of the long procession of men in the home office and in the field who in their time worked with the methods and met the needs of their day, loyally, conscientiously, ably, with the sacred worth of life insurance deeply engraved in their souls and dominating their activities. The structure which they built was magnificent in its principles, its character, its aspirations, and its enduring solidity.

And so, while proudly we may regard today's vast life insurance organization, let us frame words of honor for the dead and the living who kept the institution true to its highest ideals, who earned the confidence of the increasing millions of policyholders who everywhere in the nation entrusted to it the future of their families and of their own old age, and the safety of their businesses. In the history of our institution the names of these men are illustrious in the periods in which they served, whether they guided their respective companies or distributed their policies.

—WILLIAM H. KINGSLEY,  
in *Half a Century of Insurance*.

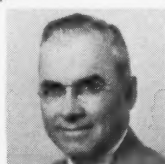
# STARS THAT SHINE IN THE LEADING LIFE UNDERWRITERS



R. O. BARNES  
Indianapolis Life  
Insurance Co.  
Dallas



F. D. SAVAGE  
Midland Life  
Insurance Co.  
Dallas



D. R. GRAHAM  
Kansas City Life Ins.  
Company  
Dallas



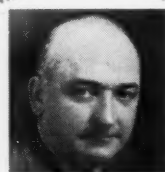
LELAND F.  
DYSART  
Minnesota Mutual  
Life Insurance Co.,  
Dallas



JENNIE V. PARKS  
John Hancock Mutual  
Life Insurance Co.  
Dallas



W. P. (PETE)  
WHALEY  
Aetna Life Insurance  
Company  
Dallas



R. H. DOOLEY  
Connecticut Mutual  
Life Insurance Co.  
Dallas



FULLER C. BRAY  
Great National Life  
Insurance Co.  
Dallas



W. C. (BILLY)  
BULL  
District Manager  
State Mutual Life  
Assurance Co.,  
Austin  
(Brown Building)



JOHN A.  
MONROE, JR.  
C. L. U.  
Great National Life  
Insurance Co.  
Dallas

# IN THE INSURANCE SKY STARS FOR NOVEMBER



C. A. LEWIS  
United Fidelity Life  
Insurance Co.  
Houston



AL. A. ROWLAND  
Manager  
The Life Insurance  
Co. of Virginia  
Dallas



A. NEIL  
SOMERVILLE  
Republic National  
Life Insurance Co.  
Dallas



HERB HOLCOMB  
General American  
Life Ins. Co.  
Dallas



FERRIS B. MARTIN  
Business Men's  
Assurance Co.  
Amarillo



STARKEY DUNCAN  
Fidelity Union Life  
Insurance Co.  
San Antonio



MISS HAZEL  
ROBERTS  
Pacific Mutual  
Life Insurance Co.  
Dallas



JOHN R.  
GRIFFIN  
Jefferson Standard Life  
Insurance Co.  
Gladewater



HORACE B.  
GOOCH  
Southland Life Ins. Co.  
Amarillo



E. GORDON PERRY  
Reliance Life  
Insurance Co. of  
Pittsburgh  
Dallas

## Protection for Defendants

**T**HE underlying purpose of Life Insurance is to provide the policyholder with a means of facing a responsibility to others.

The thoughtful individual plans his Life Insurance Contract as something far more comprehensive than the support for his old age which it may turn out to be. He recognizes the fact that he *may* never reach an old age at all, but may die prematurely. He looks to his Life Insurance as a guarantee of cash or continuing income to his dependents after his death.

Field representatives meet and advise with men and women who desire to plant the right sort of protection for themselves and their dependents.

They urge such individuals to subscribe for Life Insurance long before the active body gives any hint whatever of death—or even of failing health or decreasing vigor. They appeal to the mind, only, not the body. The body might prophesy undying perpetual strength. The mind, they know, recognizes this as a fantasy.

They know and explain that Life Insurance begun in the early years when it seems least urgent, has the advantage of the low-age rates then obtainable, so that by the time the body concedes the great need for Life Insurance the mind rejoices that it had long since foreseen this need and provided for it on the best of terms.

Yes, say these representatives, it is true that Life Insurance may turn out to be a good investment to fall back on, and that those who live with it for 20 or 30 or even 40 years are often delighted and surprised when they realize that they have accumulated a substantial fund.

But the purchaser who looks at Life Insurance in its broadest sense seldom places self first; he considers a Life Insurance Contract as much more than a Savings Fund. He regards it rather as an arrangement made by him for the benefit of another whom he loves—an act of justice and generosity—a provision to be adhered to despite all adversity and to be enlarged as circumstances permit.

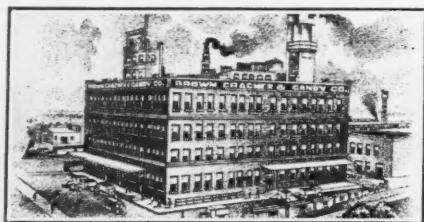
Life Insurance Agents may well be proud of the fact that Life Insurance funds, amounting to more than 100 Billion Dollars, cover those for whom the insurance was taken out—an amount more than double that covering the people in all the other nations of the world.

—The Mutual Life of New York.

# INDUSTRIAL DALLAS

Baby buggies and caskets, cotton gins and fashion mannequins, paint and potato chips, tents and evening dresses—Dallas' manufactured products are startling in their variety. Dallas factories give work to some 15,000 men and women; the value of products in

1938 exceeded \$150,000,000. No one-industry city, Dallas has scores of relatively small industries, a condition which economists argue assures continued growth and a balanced prosperity. On these pages are pictures which suggest the scope and variety of Dallas industry.



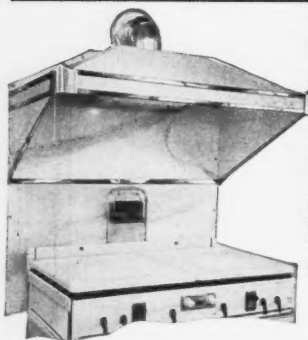
Saltine Soda Cracker, Candy and Bakery Products

**Brown Cracker & Candy Co.**

603 MUNGER

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DALLAS



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Kitchen Ventilator  
Beautiful design  
and finish, powerful  
electric blower  
built in expels all  
Cooking Odors,  
Greasy Smoke and  
Vapors.  
Sold by Utilities,  
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FLOORS... MADE-TO-ORDER SHADES  
Guaranteed... Best Prices in Town  
FLOOR SURFACING CONTRACTORS  
E. D. HEROLD, Prop.

**DALLAS FLOOR SURFACING CO.**  
PHONE 3-8829 DALLAS, TEXAS

## NO WAY OUT

(Continued from Page 9)

bring home to the people the part commerce and industry play in advancing and maintaining public well-being.

In the ten months, 240 trained salesmen, armed with sales manuals, made personal calls upon a half million businessmen to discuss the necessity for promoting a better understanding of business. Other "flying squadrons" operated locally, reselling America to Americans.

It is upon the heels of these concerted local efforts that the public attitude toward business has begun to change. Popular polls and other "samplings" register an unmistakable shift in public sentiment.

Extreme pronouncements against business meet with a rising skepticism that has put "political rainmakers" on the defensive.

Friends of business, sensing that they are no longer under suspicion, are recovering their voices again.

This renewed courage of businessmen in a thousand communities should be encouraged and developed.

## What to Do

Now, the next step is clear. Two facts stand out:

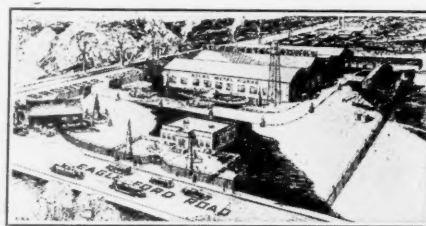
First, the Government is engaged in a gigantic spending program to provide jobs, it says, and increase purchasing power.

Second, despite the lessons experience has taught, there still is no widespread appreciation of the inevitable consequences.

Whether or not the Government spending program achieves temporarily its immediate objectives, it is drawing upon resources vital to permanent recovery. The more blood pumped into the veins of political enterprise, the less there will be to sustain and invigorate private enterprise.

Ultimately the spending program must be paid for by a grinding burden of taxes. A lot of us know the burden is pretty bad now.

The withdrawal of these additional tax



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DALLAS



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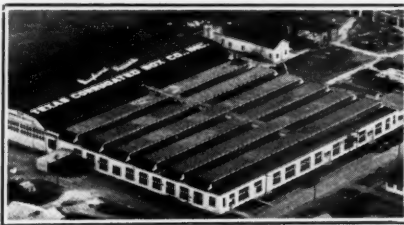


# HOW DALLAS HAS GROWN

## POPULATION

1900	42,638	
1910	92,104	+ 116.01%
1920	158,976	+ 272.8%
1930	273,097	+ 540.5%
1938	*362,638	+ 750.5%

\* 1938 City Directory Estimate, substantiated by other sources

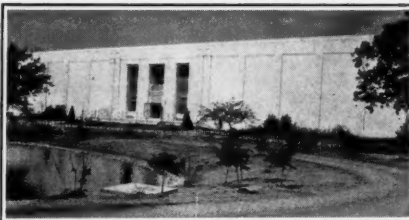


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*Gaylord  
Boxes*

**GAYLORD CONTAINER CORPORATION**  
Succeeding

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Factory St. - Phone 5-4105 - Dallas



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Cream, Shell and Gray Texas Limestone

**TEXAS CUT STONE CO.**

5219 MAPLE AVE. PHONE 5-1773 DALLAS



Manufacturers of MARCY LEE STYLE FROCKS  
for Ladies and Misses

**Marcy Lee Manufacturing Co.**

2212 South Lamar Street DALLAS Phone 4-5101

billions from legitimate industry diminishes the ability of business to provide in future more goods and more jobs.

The man who wants to hold his job and the man who wants to get a job are affected more disastrously than anyone else by this misguided chase after "purchasing power."

Businessmen, in their respective circles of influence, should urge customers and employes to reflect that Government money is their money.

The burden of taxation cannot be shifted to the shoulders of a "chosen few." It bends the backs of all who are a part of the business system—the employer, the worker, the investor, the consumer.

Taxes, deducted from the worker's pay, taken out of his market basket, diminish his purchasing power for the sake of those supported by public bounty. And most of this bounty is not, as generally believed, for the relief of the unemployed but for regimentation.

Businessmen should make it clear that they do not pay all these taxes. They collect much of them in the prices charged for their products. More and more they are being made collectors of such taxes.

### Hidden Taxes Hurt

When taxes are not directly passed on but are absorbed by business they mean lessened operations, with fewer jobs, less self-reproducing wealth, less real income for the country, less purchasing power and, so, the whole people pay the wage and salary earner as well as the business manager, the investor and the man without a job.

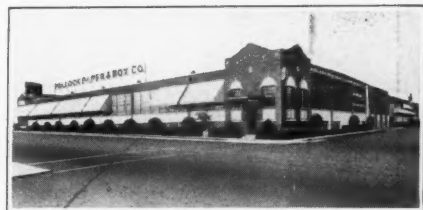
The resentment of business against taxes, even when those taxes do not come out of its pockets, is based on the fact that taxes reduce the opportunity of business to grow, and reduce the consumer's ability to buy.

"Taxes are paid in the sweat of every man who labors." When this truth is un-



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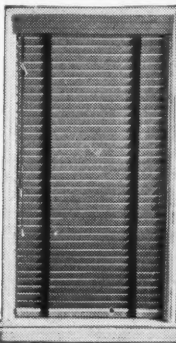


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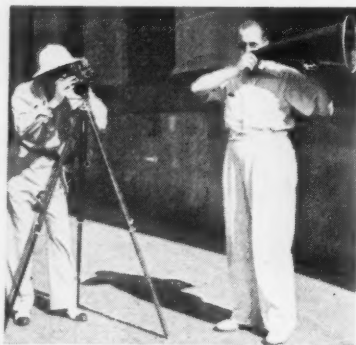
ENERGY is when Health Registers

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Mental Happiness. Let us help you restore and preserve your health by our modern methods.

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Geo. C. Hanes

See George for

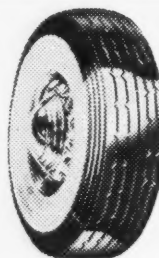
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### DIESEL... WELDING... AIR CONDITIONING

The man who has the character to pay for his own better training is a better man—a profitable employee.  
For 30 years the Sweeney system has trained mechanics in superior workmanship. More than 85,000 graduates. Resident school—actual shop experience—in Dallas.

### SWEENEY ENGINEERING SCHOOL

Commerce at Preston

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DALLAS

derstood by everyone, the great economic leak can be plugged and all men can live better and work less.

Businessmen should ask themselves and the public: "Is the well-being of a citizen of the United States helped or hurt when a large part of his earnings are collected through taxation and expended by political agencies? Shall it be spent for food, for clothes, for electrical appliances—or for witch hunting through Senate investigations? Shall it be spent for new cars—or for Government commissions and surveys? Shall it be spent in building factories to produce wealth—or in building bureaus which dissipate it?"

The chief obstacles to tax reduction have been diffidence and lack of understanding on the part of the public. The average man in the street believes: First, that businessmen oppose taxes because they have to pay them, and so he closes his ears to argument. And, second, he has been led to believe that he will fare better through high taxation of business.

### Businessman Knows

The businessman, caught between two millstones, knows. He is in a position to explain how taxes cut both ways.

He knows that taxes sap the resources of business and are used, in large measure, to take it more difficult for the manager of a business to operate profitably.

He knows that Government activities, sustained by the taxes collected from business, run the gamut from minor regulation to supervision, control and out-and-out competition—all of which makes it harder for business to pay wages and provide more jobs.

He knows that taxes are taken from the margin which business otherwise could employ for expansion and improvement. He knows that the narrowing—in many cases the extinction—of this surplus is a basic reason for the stagnation in the heavy goods industries which supply the tools for productive enterprise.

He knows this is a tax depression.

These truths apply not only to big business. They apply as well to the hundreds of thousands of small businessmen who have so valiantly carried the banner of this crusade. The unanimity and vigor with which "little business" voiced its bill of complaints to Washington dramatized before the whole nation the handicaps which all business needs to have removed.

The people must be made to see what the businessman already knows, that they have allowed the Government to extend its once simple role of umpire to that of manager, captain, fullback, with a larger and larger box-office cut, and power to change the rules on every play; that the bounties of Government are the result of their own sweat and labor, that their money is spent to protect them from

witches and bogies which the so-called protectors have invented; that you and I—and others who may be less well off—must stop cheering politicians, bureaucrats and reforms when they propose to spend our money recklessly and ill-advisedly; that Government provides no free shows, no subsidy, no guidance, no "culture," without its cost.

#### All Must Pay

The bill is presented directly or indirectly to every man or woman who holds a productive job.

Americans have forgotten there is no limit to policing no limit to the new and "deplorable" sets of conditions the reformers can trot out, demanding more federal activity and more expense.

Businessmen are not reactionaries. They are realists. They know if they accept untried theories on a large scale, needless suffering will be caused employees, consumers, and men and women with savings. The job of setting forth these realistic facts is only half done.

Individual businessmen, themselves, and through the groups they represent, must rededicate themselves to faith in the American system of free enterprise. If we mean what we say, we must give more than lip service to the American idea and ideal.

This is not a matter of who shall pay and who shall not pay the bills of Government. It is not merely a question of whether taxes are too high or too low. It is a question of what the public is getting for its money, what kind of product is bought with it. It is a question of whether Government is to use it in pushing forward in new and untried roads, in dismantling and undermining long established institutions, in effect, regimentation, or whether the money people have earned and saved shall be left with them as in the past to be put into private enterprise, to expand the old, and develop new industries, and thus increase sources of employment.

The answer cannot be long deferred. After nine years the problem has become acute—too acute to be complicated by political prejudice or considerations of partisanship.

The number of businessmen who work at their own risk, and the number of workers who seek work on their own responsibility is steadily declining.

We must again be permitted to make business an attractive venture, and make a job more desirable than a dole.

#### A CONVENTION CITY

In 1938 Dallas entertained 120,000 convention visitors, at 510 meetings. A conservative estimate places their expenditures at \$3,600,000.



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Our Equipment Sets Your Shirt to Really Fit

### SUITS SERVICED

By the Latest Method—Mending Alterations

## Substantial Progress Through the Past 35 Years

### Figures for

	Capital Stock	Surplus to Policyholders	ASSETS
January 1, 1937 . .	\$2,000,000	\$4,986,748	\$7,795,619

*Like figures as of January 1, 1938,  
will be published in the February issue.*

## REPUBLIC INSURANCE COMPANY

FIRE

DALLAS, TEXAS

ALLIED LINES

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WITH

## Dentler Maid FOOD PRODUCTS

**16** Delicious Foods  
RELISHES • POTATO CHIPS  
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AND OTHER FINE PRODUCTS

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*"You will become as great as your dominant aspiration; as small as your controlling desire."*

Agency opportunities tailored to fit the Life Insurance Salesman with a dominant desire for growth are found in this good company to grow with.

H. O. HUTSON, Agency Vice-President  
O. R. McATEE, Director of Agencies

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Theo. P. Beasley, President and Gen. Mgr.  
Thomas M. Mott, Secretary and Actuary



AERIAL PHOTOGRAPHY  
INDUSTRIAL PHOTOGRAPHY

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 ...Made in Dallas for  
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 DALLAS

## Dallas Ventilator in Use



Above is shown the application of the Vent-A-Hood Kitchen Ventilator to the kitchen of Mrs. Earl Y. Bateman, wife of the manager of Southwest Business.

The Vent-A-Hood is manufactured and distributed by the Vent-A-Hood Company of Dallas. It is the result of many years of study and experience in methods of proper ventilation, both domestic and commercial, by B. Sonntag. It is a recent development on which patents have been secured to cover the design and working parts of the exhausting unit which is built into the dome of the hood out of sight. Principal feature of the ventilator is the grease and vapor trap which can be removed for cleaning. From three to five pounds of heavy cooking greases may be removed each year, while cooking odors, excess heat, smoke and vapors pass through to the outside.

## SOUTHWEST BUSINESS REVIEW

(Continued from Page 11)

farmers are turning to livestock farming, particularly on acreage taken from cotton, according to the agricultural department of the Dallas Morning News.

### Farm Products Off

The Bureau of Business Research, University of Texas, reports cash income from agriculture in Texas for the month of October as being \$58,270,000 compared with \$71,178,000 for the same month of last year and an October average during the period 1928-32 of \$101,000,000. For the Dallas District the October, 1938, index stood at 32.1 compared with 48.5 at the same time last year. The same source reports that most of the decline can be accounted for in the decrease of income from cotton and cottonseed. Indications are that after the present cotton marketing season is over, year to year comparisons of farm cash income will become more favorable.

Weather conditions so far this fall for the most part have been dry with temperatures mild. Short cold spells have been experienced several times, but have not been a sufficient duration to move fall merchandise as would have been the case had the low temperatures stayed with us for longer periods.

Employment in Texas during October showed a decline of 8.4 per cent from October of last year, while payrolls for the same period declined 7.7 per cent. In manufacturing alone the decline in workers October as compared with October of last year was 4.7 per cent and in payrolls the decline was 11.8 per cent. Among manufacturing concerns showing an increase in both employment and payrolls in October as compared with the same month last year were carbonated beverages, confectionery, cotton textile mills, commercial printing, and brick and tile, according to the Bureau of Business Research.

### Automobiles Lead Way

New automobile models have served to create interest in sales to such an extent that for three consecutive weeks in Dallas County sales of new passenger cars have exceeded sales in comparable weeks during 1937. One of these weeks set a record for the current year.

One of the significant announcements made in Dallas during the past month was the designation of Dallas for the Veterans' Hospital, which will be built on the outskirts of Dallas and will cost ap-

proximately \$1,200,000. The project will consist of eleven separate units.

The value of building permits for the Fondren Library at Southern Methodist University boosted the University Park total considerably in November. The value of building permits as reported by forty Texas cities for the month of October showed an increase of 10.5 per cent in value of permits over September and a sharp increase amounting to 40.3 per cent over October of last year, according to the Bureau of Business Research.

An announcement made by Dr. F. A. Buechel, assistant director of the Bureau of Business Research, early in December was to the effect that up to the present time Texas has not shared appreciably in the marked improvement in industry and trade which has been noted for the United States as a whole. On the other hand, when the sharp decline in business and industrial activity occurred last fall in the North and East, Texas business activity was slow to follow the downward trend; and the decline from the peak levels of 1937 has during the entire business recession been relatively moderate compared with that of the country at large. Indications point to a more favorable business trend in Texas during the months immediately ahead, although October made a poor showing both in comparison with the preceding month and the corresponding month last year. The composite index for October was 92.7 compared with 95.6 in September and 100.8 during October last year, declines of 3 per cent and 6 per cent respectively from these two comparable months.

### Kingsbury Wraps Christmas Gifts

Regardless of Where They Are Bought



J. B. KINGSBURY

Mr. Kingsbury's new store is located at 1707 Elm Street, opposite La Mode. At his new shop, Dallas customers and visitors to the city will find a special department supervised by Mr. Kingsbury for wrapping attractively all Christmas gift purchases. He invites his many Dallas friends who have made purchases elsewhere in Dallas to bring their gifts to 1707 Elm Street, where they will be suitably wrapped at a very nominal charge.

J. B. Kingsbury announces the opening of an additional tie and men's accessories store, celebrating the first anniversary of the Kingsbury Tie Store, established a year ago at 111 North Ervay, between Main and Elm Streets.



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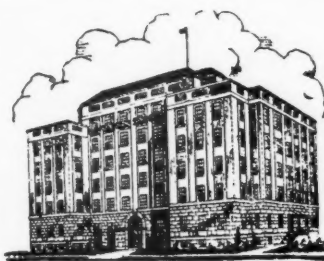
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Says REDDY KILOWATT  
Your Electrical Servant

**DALLAS POWER & LIGHT CO.**

## Streets Brightly Lighted for Christmas

Two boulevards from Fairyland is a description that might be applied to a night view of Main and Elm streets in downtown Dallas, bedecked as they are for the Christmas holiday season. This co-operative activity of the Dallas Retail Merchants Association, a department of the Chamber of Commerce, will further entrench Dallas in its position as having the most elaborately and beautifully holiday lighted downtown district in the Southwest.

For fourteen years the Retail Merchants Association has co-operated in decorating its downtown retail streets with holiday decorations. Its reputation for such decorations has become so widespread that many magazines in municipal and electrical fields have carried pictures of the decorations and the United States Chamber of Commerce has on several occasions featured the decorations in their bulletins.

Late in November this year a Dallas woman called the Retail Merchants Association and asked when the Christmas lights would be cut on. She said she had

a friend who was coming to visit her but who wanted to wait until downtown Dallas was decorated for the holiday season. This year the lights were cut on Thanksgiving Eve in honoring of some 12,000 visitors arriving for the State Teachers convention, and they always remain on until after Christmas day. Delegates to the National Association of State Highway Officials convention early in December also admired the decorations.

Nearly 12,000 colored light globes are necessary in the decorations on some 187 light posts. This year for the first time the new transparent and weather-proof product, Cel-o-glass, is being used around the large central street light, with huge smiling Santa Claus heads painted on the cel-o-glass on one type of decorations and with sleds and reindeer on the other. Large red bells are suspended from trolley guywires across the streets. Eli Sanger is again chairman of the committee in charge, with other members being W. E. Hill, W. H. Mannefeld, R. F. Garritson and President B. F. McLain and Secretary Z. E. Black, ex-officio.



### Youngest Movie Ad Models

An odd distinction that recently came to Dallas was that of having the youngest "socially secured" twins in the Southwest—and perhaps in the entire United States. They are Carol June and Barbara

Jane Akers, shown above receiving their social security cards. They are the 14-months-old daughters of Mr. and Mrs. C. B. Akers and are employed as motion picture models.





WILLIS L. LEE

Among the firms recently established in Dallas is that of Willis L. Lee & Company, specialists in roofing, opened by Willis L. Lee at 2908 Live Oak. Mr. Lee has been in the roofing business for nineteen years. Prior to 1925 he was connected with a large Fort Worth firm. For the past thirteen years he has been associated with important roofing firms here.

The company is equipped for any type of roofing job, including slate, clay tile and asphalt.

### West Texas

West Texas in miniature is presented by the West Texas Chamber of Commerce in its Resource and Museum Institute in Abeline, the only exhibit hall of its kind in the world.

Graphic presentation of facts—about West Texas' unbounded resources, its natural opportunities, its unparalleled development, its possibilities for the future and something of its history—which otherwise might be cold and uninteresting is the accomplishment of the exhibits.

The facts are presented through murals, cutouts, lighted maps, dioramas, relief maps, photographs and entire landscapes done in miniature.

Many persons who have visited the exhibit hall since it was opened to the public in June have said a person can learn more real facts about West Texas in a 30-minute visit to the hall than he could in three months of intensive personal travel and study.



## BRAKE-O-GRAMS

By HARRY POWELL

YOUR BAD BRAKES MAY TAKE A LIFE THAT YOU CAN'T REPLACE... WHY CHANCE IT?

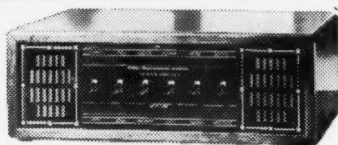
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## Reynolds-Penland Remodels Store

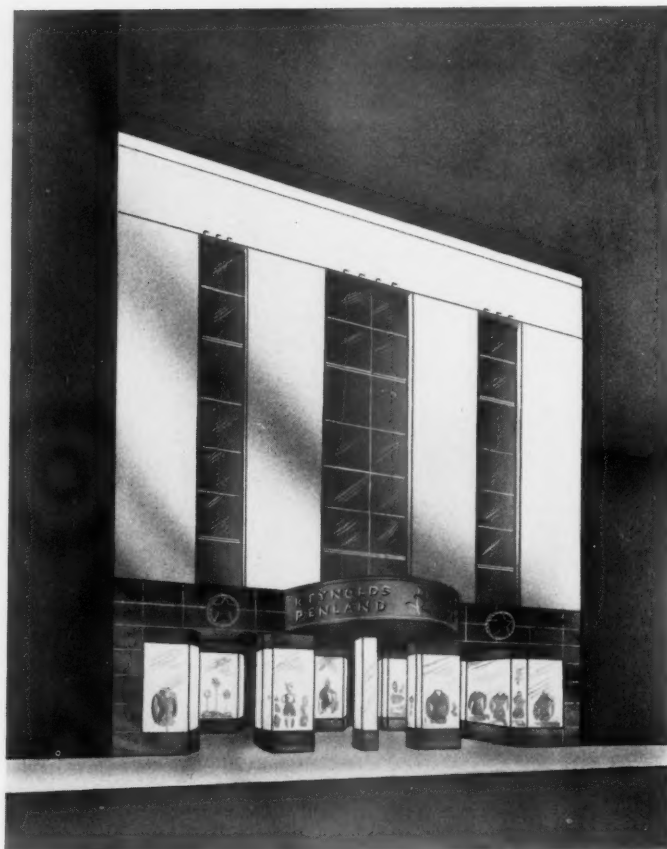
A NEW beauty, a much needed increase of space, and a better display of merchandise were three things accomplished by the expenditure of more than \$55,000 in an elaborate remodeling program by the Reynolds-Penland Company, men's store at Main and Stone.

The men's clothing department has been moved to the second floor and the first floor turned over to furnishings, hats, shoes and a new women's hosiery department. The boys' department formerly on the second floor has been moved to the third floor where only storage space had been. General offices have been moved to the third floor.

The entire front of the building has

been changed, as shown above, to make the store one of the most attractive on the street.

Formal opening of the store a few nights ago was attended by several thousands of friends. The visitors were given carnations then shown through the store by the sales staff. In a radio broadcast from the store Ed Reynolds and Paul Penland, partners, told of the growth of the store since its organization nine years ago, of the steadily increasing patronage which had made necessary the expansion moves. Both expressed complete faith in the future of Dallas and that economic stability is rapidly being attained here and elsewhere throughout the nation.



Here is an artist's drawing of the new Reynolds-Penland Company, the store for men and boys apparel, located at 1524-26 Main Street. The front is a combination of red Lebanto marble and white stucco. The display windows are modern in treatment. This is a part of Reynolds-Penland's \$55,000 remodeling program now nearing completion.

## City Survey Ideas Furnished

A CITY'S apparent lack of advantages from the point of view of industry is not justification for assuming that a thorough study of the local situation would not reveal opportunities for economic improvement, according to a study presenting suggestions for use in making an industrial and commercial survey of a community or region which was made public today by the Bureau of Foreign and Domestic Commerce.

Where retail business, for example, is the largest employment-giving activity and fundamentals for manufacturing seem to be lacking, a study intensively covering factors and conditions affecting retail trade may be of greatest value to the community, it was stated. On the other hand, a community, having reasons to suspect that it has possibilities for industrial development can spread local efforts to advantage in providing facts that are of greatest importance to industry.

The study also points out that, while factors considered by manufacturers in search of suitable plant location will vary with differences among industries and circumstances peculiar to the individual manufacturer's location problem, certain basic factors are usually matters for thorough investigation.

The type of survey that is suitable for a given community, and the opportunity to attract industry depend less today on size of city than on other factors. A community may be of a size that enables fairly complete coverage without great expense. However, in a larger city, it may also be true that adequate information can be obtained without great expenditure of money and energy at any one time. The study emphasizes the thought that a community, seeking self-improvement and economic advancement through new industries and the sources of established business, can not afford to be unaware of its weaknesses as well as its advantages.

Any action designed to affect the life of a city and the living standards of its population is a vital matter. How well the survey meets the purpose for which it is intended depends, in large part on the extent to which there is general understanding and approval of the purpose, and co-operation among all influential elements in the community.

In short, this timely study suggests procedure in planning, making and using a survey intended for use in evaluating the industrial and commercial status of a community or region and potentialities for improving its position in both the industrial and the consumer market. It provides a basic outline of survey for adaptation by any community, and includes a detailed list of available data for cities with specific suggestions as to how the in-



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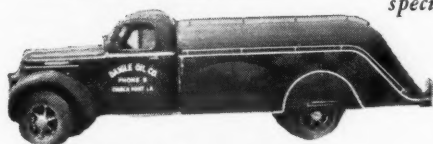
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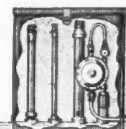
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## WE'RE PLANNING A "WHITE" CHRISTMAS

SNOW OR NO, Dallas is going to have a "White" Christmas this year. King Cotton will be honor guest and thousands of visitors will come to pay their respects during the Cotton Bowl Jubilee.

SOUTHWEST BUSINESS is glad to have a part in publicizing this celebration in recognition of Texas' No. 1 industry. You, too, can help to promote this year-end program. Just write your friends about it.

## SOUTHWEST BUSINESS





## SUPER-SPEED L C SMITH

Yes, the Court Reporter is about the hardest user of typewriters!

He works long hours, at blazing speed, buys his own machines, pays for his own repairs, gets paid solely for what he produces.

Naturally he wants a machine that gives maximum speed, longest life, lowest repairs, and requires least energy to operate day after day.

So we surveyed Court Reporters and their typewriter preferences and, totaling every city in the United States of 100,000 population or more, here's what we found:

That there are more L. C. Smiths used by Court Reporters than all other makes combined!

That there are almost three times as many L. C. Smiths used by Court Reporters as any other single make.

## L C SMITH & CORONA TYPEWRITERS INC.

1605 Commerce Street

Dallas, Texas

formation can be supplied to each subject in the outline.

The foreword states that this information is offered for the use of city officials, chambers of commerce, and representatives of other agencies who desire to conduct local studies, as well as for manufacturers, distributors, research directors and other individuals having an interest in the subject.

This publication entitled "Suggestions for Use in Making a City Survey (Industrial and Commercial)" is obtainable at ten cents each from the Dallas District Office, Bureau of Foreign and Domestic Commerce, 602 Chamber of Commerce Building.

### Dallas Attorney Credited With Founding Texas Tech

West Texans, coming to Dallas for the Cotton Bowl Jubilee New Years Day, will be greeted by Lewis T. Carpenter, Dallas attorney, whose interest in the Texas Technological College has little to do with football games.

He was the first man to see the school. He saw it as a dream, a mirage on the West Texas prairies.

He was a member of the Thirty-eighth Legislature in 1923. There had been much talk about a West Texas agricultural and mechanical college but bill after bill creating such an institution had been killed.

Then Legislator Carpenter called in the various proponents of the dead bills, proposed a great technological college similar to the Georgia School of Technology, and the Massachusetts Institute of Technology. A definite plan was drawn and West Texas got behind it with such vigor that the bill passed and the school was opened in 1925, at Lubbock, with 1,000 students.

### Rule and Die Company Expands



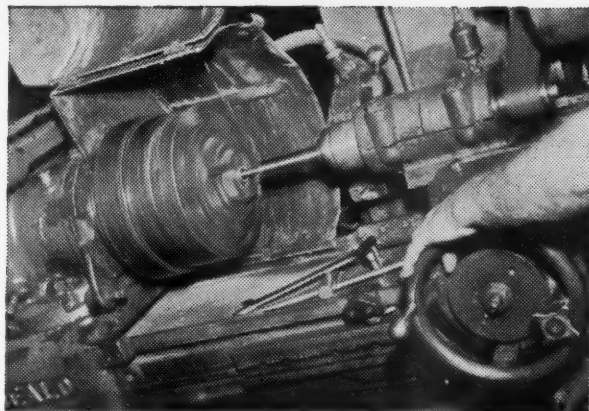
Installation of new machinery has permitted wide expansion of the services of the Southwestern Steel Rule & Die Company to advertising agencies, lithographers, printers and manufacturers.

The company specializes in the cutting of dies for printing presses, and clicking machines for use in die cutting of cardboard, paper, cork, felt, cloth, celluloid and leather.

It also manufactures many kinds of cardboard games, such as jig saw puzzles, Chinese checkers, basketball and football games, as well as paper product specialties of all kinds.

Its plant is at 2216 Leonard Street.

# Romance In Industry



THE romance back of American business, bits of history which did not seem important when they transpired but now have deepest significance, make up a new book, "Stories of American Industry," recently published by the United States Department of Commerce.

Not at all an encyclopedia the book—in two volumes—tells more of the men than most records show. It is a masterly piece of writing, following an equally masterly piece of research.

Volume II, last to arrive at the Bureau's Dallas branch a short time ago, opens with a discussion of machine tools. It starts out with the intriguing sentence, which, incidentally, gives a clue to the entire tone of the work:

"About the middle of the eighteenth century a Scotch engineer named James Watt was struggling with a mighty idea—the building of a steam engine." The writer chronicles his attempts, his failures, his eventual triumph—then follows with a record of the development of those machines which the engine was to drive, lathes, saws, drills, punches, presses. They are mighty common place these days, but the first ones were sensational in their effect on the work of men.

Toward the end of that chapter on the development of machines is this paragraph that takes on a peculiar significance in these days of "big" and "little" businesses:

"When we speak of American industry most of us visualize an enormous plant. We fail to realize that these huge enterprises, while very important, are not typical. There are thousands of small shops which make a contribution of great value to employment and to the efficiency of our industrial system. The machine tool builder is in the background, quietly

studying the needs of industry, and constantly working to develop better, safer and more accurate tools. Amazing as has been our industrial progress, it is but the beginning. Still more remarkable developments are yet to come."

The chapter on radio manufacturing starts out with a cloudless night some 3,000 years ago, when Queen Clytemnestra of Greece sat anxiously awaiting news of the siege of Troy where King Agamemnon, her husband, was fighting.

Signal fires, on a succession of hills and islands brought the word of Troy's fall.

The system of communication over long distances did not improve much until about 100 years ago when Samuel F. B. Morse built the first telegraph. Things rocked along for a few decades and then one day a young German scientist Heinrich Hertz found that he could make an electric spark jump through space and set off definite vibrations in the air—vibrations which could be captured and read. Thus radio was born. It was the Italian Guglielmo Marconi, however, who reared the infant science of radio to vigorous manhood. The vacuum tube, loud speakers, audio and radio frequency circuits all came along rapidly until we have now the marvelous instrument that is so common place to 70,000,000 American radio listeners.

And the common brick of today, the tiles, have just as romantic a background as did the more exciting, fast growing radio. Researchers for the Department of Commerce went back 400 years before the birth of Abraham, to the ancient Babylonian city of Ur. There scientists have found the earliest use of clay products and the old bricks set what is believed to be a record for endurance, though they were crudely made.

A chapter on asphalt goes back many millions of years to that time when the black lakes of asphalt were formed in such places as Trinidad, West Indies, in California, in Arabia. And the researchers found that macadam roads are named for a Scotch engineer, Macadam, who first attempted method of hard-surfacing roads.

More than a score of industries are covered by the book—carpets and rugs, tobacco, industrial chemicals, motion pictures, printing, home building, dairy products, furniture, musical instruments, even the battle against insects.

## "Dallas, 1938"

The following message to the membership contained in the annual report of President L. B. Denning is deemed worthy of repeating and remembering:

"In a world torn by strife and depressed by poverty, Dallas is particularly happy in its material and spiritual riches as we approach a new year. We have a minimum of class and racial antagonisms and a maximum of the physical comforts necessary to a progressive civilization.

"If we can retain our spirit of broad tolerance, if we can continue to work with, rather than against, the forces which are gathered here for our good and can, without ceasing, develop the attitude of the greatest good for the greatest number, Dallas will endure as the city 'four square,' the friendly city, the city of orderly growth, of cleanliness, of health, and the city of universal prosperity.

"The treasure of information marshaled in the annual report of your Chamber of Commerce reflects a progress which benefits every person living in this community and makes us proud to be citizens of Dallas."

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## WISH I WAS A KID AGAIN

When I start looking at all these Bicycles, Velocipedes, Auto and Home Radios and other gifts which I have in stock (on easy terms to you), it sure makes me wish I was a kid again. I mean it!

"C" JOHNNIE DANIELS

## HAWKINS TIRE & BATTERY CO.

Jackson and Market Streets  
Telephone 2-1417

## Machinery Men



J. H. ROBINSON

W. E. ROBINSON

Operators of the Robinson Machine and Forge Works, at the corner of Magnolia and Munger Streets, are W. E. Robinson, at the left above, and J. H. Robinson, at the right.

In 1906 E. P. West opened a machine shop on Griffin Street. In 1907 W. E. Robinson and J. H. Robinson joined the firm and it operated as West & Company. After the death of Mr. West the company was reorganized as the Robinson Manufacturing Company, but the name was later changed to the Robinson Machine and Forge Works. In 1909 the shop was moved to its present location.

The company is engaged in general machinery repairs, machinery designing, tool making, heavy forging, pipe coil making, electric and acetylene welding, and machinery installation. It specializes in the manufacture of all types of gears.

## Automobile Figures

Nearly 30,000,000 motor vehicles running on the 3,000,000 miles of highways in the United States provide a livelihood for 6,000,000 persons. These workers are employed in manufacturing, selling and servicing passenger cars and trucks, building roads and transporting people and goods, it is shown in "Automobile Facts and Figures" for 1938, issued recently.

Every state in the union benefits from the sale of automobile material, according to the twentieth edition of the statistical annual published by the Automobile Manufacturers' Association. Not only is the automotive industry a big buyer of many thousands of kinds of materials and products, but it is the largest customer of several leading industries.

Several important statistical series, which have been published many years, are continued in the new edition of the 96-page reference book, while a number of new features are added. These range from one showing that the 7,264 automotive patents granted last year represented 17 per cent of all patents issued by the U. S. Patent Office, to a tabulation indicating that 85 per cent of farm families own automobiles.

Greetings to Our Friends

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In one of the most modern  
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Separate air-conditioning  
unit of highest type. Reasonable alterations will be made.

Address inquiries to the

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Dallas Chamber of Commerce



# Individual Income Report Shows Healthy Gains

In a review of individual income for October, Secretary of Commerce Daniel C. Roper has announced that income payments to individuals rose in October for the fifth consecutive month.

The increase in the aggregate flow of wages, salaries, dividends, interest, entrepreneurial income, and relief payments over September was greater than the usual seasonal rise. The seasonally adjusted index of the Bureau of Foreign and domestic Commerce rose from 83.2 (1929 = 100) in September to 83.7 for October, as compared with the year's low point of 80.4 for May. Despite the sustained improvement in recent months, the index was 7 per cent below the recovery high of 90.2 recorded in August, 1937, and 5 per cent below October, 1937. With the cost of living currently 4 per cent below a year ago, the flow of real income to individuals during October was but little reduced from October of last year.

Secretary Roper stated that for the first ten months of the current year, income payments totaled \$52,946,000, a decline of 7 per cent from the aggregate of \$57,114,000 for the corresponding period of 1937. With the continued improvement in business activity, the decline for the year as a whole in comparison with 1937 will be somewhat less than that for the ten months.

The compensation of employees for services rendered during the first ten months of 1938 showed a decline of 9 per cent from the same period a year ago. Interest payments were practically un-

changed but dividend disbursements were off more than 20 per cent from a year ago. Entrepreneurial withdrawals were 5 per cent lower than in the first ten months of 1937. Relief payments of all types (including work relief and unemployment insurance benefits) for the first ten months of the current year were \$750,000,000 higher than in the same months of 1937, and constituted about 6 per cent of the income receipts of individuals so far this year as compared with only 4 per cent a year ago.

The seasonally adjusted index of the compensation of employees rose to 83.1 in October from 82.5 in September and a low of 79.4 in June. The index of employees' compensation in the commodity-producing industries (mining, manufacturing, and construction) advanced to 69.0 for October, when it was 10 per cent above the June low, but still 22 per cent below the recovery high of 87.9 for August of last year. Other industries were less severely affected by the recession in industrial activity that began in the fall of 1937 and have shown only moderate gains in the recovery movement. Employees' compensation in the trade and transportation group has advanced only 2 per cent in recent months, but is now only 5 per cent below a year ago. Labor income in the service industries (including government) has been little affected by the cyclical fluctuations of the past year and is fractionally above the level of last October.

## Dodge Records Building Increases

Contracts for new construction let in Dallas during the first ten months of 1938 were valued at \$17,087,000 by the F. W. Dodge Corporation, as against \$12,536,000 for the first ten months of last year.

A similar report for Houston showed contracts let for a total of \$25,015,000, as compared with \$19,392,000 for the same period of last year.

In its statistical research service Dodge ventured this comment for the coming year: "At the moment it is our belief that gains of approximately 30 per cent for 1939 over 1938 may occur in residential building. The apartment class will show greater gains than the one and two family houses due to the United States Housing Authority program."

Building permits in Texas during October were moderately above the preceding

month and sharply above the corresponding month last year, according to the Bureau of Business Research of the University of Texas. Reports from upward of forty Texas cities show an increase in value of permits of 10.5 per cent over September and an increase of 40.3 per cent over October last year.

### THIS IS OIL CENTER

Seventy-five per cent of the 1938 American crude oil production has come from man area not more than ten hours travel from Dallas.

### EDMUND PARKER

*Advertising*

COUNSEL AND SERVICE

314 Southland Life Building  
2-4586 Telephones 7-0637

HOME OF  
**SOUTHWESTERN STEEL RULE & DIE CO.**  
Die Cutting for printing presses, clicking machines, dies for cardboard, paper, cork, felt, cloth, celluloid, or leather.  
*Large or Small Jobs*  
2216 Lecond Street 2-4877

## 15,000 NEW RESIDENTS

ALL available indices point to a net gain of nearly 15,000 in population during 1938. The 1938 City Directory estimate of Dallas' population is 362,636, an estimate which other sources indicate is reasonably accurate. On that basis, Dallas has shown a population increase of 750.5 percent, since the 1900 Census. These facts are also backed by increases in utility connections, which average about 3.5 percent for 1938 compared with corresponding months of 1937.

Reliable sources indicate that approximately 5,000 new families move to Dallas annually, and that for every five families that move to Dallas one moves away—an indicated annual net average increase of 4,000 families. With a ratio of 3.2 persons per family, the 4,000 annual net increase would account for a net population gain of about 12,800 per year. That gain plus the margin between the birth rate and the death rate would give Dallas a total gain of nearly 15,000 persons annually.

Significant in the industrial development department's analysis of 4,653 new families that moved to Dallas during the last twelve months is the fact that 2,756 of these families came from other Texas communities, including 330 from Fort Worth, 282 from Houston and 174 from San Antonio.

—Reproduced from Chamber of Commerce Annual Report.

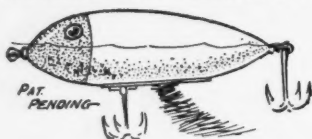
You can introduce your products and service daily to new families arriving in Dallas by the Welcome Wagon. Telephone without obligation the Welcome Wagon, 7-8451, for information about our sampler advertising plan.

### The WELCOME WAGON

Original Copyrighted Newcomer Service

Owned and Operated in Dallas by  
EARL Y. BATEMAN  
7-8451

## NEW "BLEEDER" BAIT BLEEDS LIKE LIVE WOUNDED MINNOW



### Catches Fish When Other Lures Fail! Realistic... Proven

"Landed 4-lb. bass on first cast. On next five casts caught three fish and had one strike."—M. L. S., Conroe, Texas. Hundreds of enthusiastic letters on file. Bleeder comes with dozen Bleedure Tablets and 12-in. artificial gut casting leader with swivel and snap. Meets Fish and Game Law requirements.

On sale at NORTH BELL HARDWARE CO., Dallas, and at leading hardware stores in other cities.

**Bleeding Bait Mfg. Co.**  
3404-6 Main Street, Dallas

## Bolanz & Bolanz

Real Estate . . Insurance

Industrial, Business and Residence  
Sales and Leases

Phone 2-1243

**CHAS M. BOLANZ, Realtor**

216 S. Akard Dallas, Texas

## FULLY-PAID INVESTMENT

### CERTIFICATES ISSUED

\$100 to \$5,000

Insured by Federal Savings and Loan  
Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 4%

## METROPOLITAN BUILDING & LOAN ASSOCIATION

1400 MAIN STREET



**INSURE  
HER FUTURE  
While You Can**  
Ask Us About Our  
General-Protective  
Plans

**WRIGHT INS. AGENCY**

GENERAL INSURANCE  
1410 Dallas National Bank 2-7393

## Year Reviewed for Chamber Members

**I**N the work of the Dallas Chamber of Commerce the year 1938 was truly one of progress, as was clearly shown in the annual report booklet distributed to members following the annual meeting on December 6.

For those who did not attend the meeting or who, not being members of the Dallas Chamber, did not receive a copy of this summary of the year's work, the following extract from the report of board of directors is repeated:

"The Chamber is in better financial condition than it has been in years; its membership roster carries more names in good standing than ever before. New people and new payrolls have come to Dallas in increasing numbers. Convention and tourist business has been maintained at high levels. Dallas' retail market has increased its supremacy in the Southwest and its prestige in the nation. The Dallas manufacturing and wholesale market has extended its influence and business in the vast Southwestern territory. Transportation facilities have been increased. Dallas has grown in stature as a medical and hospital center, as a cultural, educational and amusement center. The State Fair of Texas held its fiftieth annual exposition, and more than ever before established its fundamental value to the Southwest. For the greater part of 1938, Dallas has been in the spotlight as the bright spot on the business map. One of the best known cities in America, Dallas records 1938 as a year which has brought growth and progress at home and fresh recognition abroad.

"Some of the year's work does not show up on 1938 records. Many phases of the Chamber's work have been based on long-range objectives, some to be realized next year, others five or ten years from now. But all of its work has been coordinated in a program of balanced community development—to make Dallas a greater city as well as a bigger city.

"Two of the year's outstanding achievements were the location in Dallas of a \$1,750,000 Federal prison for women and a \$1,200,000 U. S. Veterans Administration Hospital. Of significance in the year's record is the fact that the Chamber has paid many of its old debts, has added some 500 new members to its roster."

## MANUFACTURERS' DIRECTORY

The Dallas Chamber of Commerce Manufacturers and Wholesalers Association distributed more than 6,000 copies of Dallas manufacturers and wholesalers to merchants of the Southwest last year.

## Credit Survey Shows Little Change

Average monthly collections on open accounts of reporting stores in Dallas and Fort Worth showed practically no change in 1937, according to the U. S. Department of Commerce. The returns from credit-granting retailers in Dallas and Fort Worth are combined in the annual survey of credit conditions in 86 cities, and in the two cities open accounts were collected on an average of 73 days in 1937, or not quite one day less than was required in 1936, calculated from average monthly collection ratios of 40.8 per cent and 40.4 per cent for the respective years. Throughout the 86 cities all retailers averaged open-account collections of 63 days during 1937, the same turnover reported by identical stores for 1936.

## New Fish Bait Factory Established

Among the newest factories in Dallas is the Bleeding Bait Manufacturing Company, which has leased the building at 3404 and 3406 Main.

The company has brought the rights to manufacture and distribute, on an exclusive basis, a new type of fish lure. It is an artificial bait into which can be placed a tablet of dye to send out a thin stream of blood-like color when the bait is cast into the water. Lures made to look like minnows, frogs, bugs and mice are being made.

Distribution will be to retail stores, with the North-Bell Hardware Company holding exclusive rights in Dallas County.

Officers of the firm are Robert Foster, president; A. T. Powell, vice president and treasurer; Rex Mullis, vice president in charge of advertising and sales, and J. Scobey North and Hugh Cargo, vice presidents.

## Dallas Chosen as Site for Antique Firm

Given a nation to choose from Wilson Brothers, dealers in antiques, chose Dallas a short time ago and have opened their retail store at 1645 Pacific.

The firm has dealt in antiques in London for many years and specializes in ancient chinaware, some pieces now on display being dated as far back as the fourteenth century.

George Wilson, head of the Dallas store, reported he had traveled from coast to coast, spent ten months in the selection of a city in which to locate the American end of the business. That Dallas is the nation's bright spot and that its citizens appreciate the finest in art were the two factors which finally led him to decide on Dallas.



## LIGHTING FIXTURES

in  
Latest and Finest De-  
signs for Every Need.  
HUNDREDS TO  
SELECT FROM

**COCKRELL ELECTRIC CO.**  
2712 Live Oak 3-3980

## Chairs for Rent

FOLDING CHAIRS  
Also Tables With Detachable  
Legs for Conferences and  
Public Meetings

**Cannon Ball Towel  
Supply Company**

2011 Orange Phone 2-9083

"49 Years in Dallas"

**J. W. LINDSLEY & CO.**  
REALTORS

Our 49 years experience in handling  
Real Estate in Dallas enables us to give  
quick and efficient service in filling  
your needs.

We Specialize in Industrial Property  
1209 Main St. • Phone 2-4366

## NATIONAL DETECTIVE SERVICE

Offers 24-Hour Service

Fifteen years' experience in civil,  
commercial and industrial inves-  
tigations. Either local, national  
or international.

612½ Commerce Street Phone 2-6581  
DALLAS, TEXAS

THANKS and appreciation to each and  
every one of our good clients for the busi-  
ness you have given us during 1938. We  
will continue during 1939 to serve you with  
the same efficiency.

Wishing you A MERRY XMAS  
and a HAPPY NEW YEAR

**Acme Window Cleaning Co.**  
Fidelity Bldg. Dallas

## Dictograph Speeds Business Tempo

THE quickening tempo of American  
business has been further increased  
recently by the perfection of the Dicto-  
graph system of interior telephones,  
Harry J. Langdon, manager of the Dallas  
branch of the Dictograph Products Com-  
pany, Inc., announced.

Users of the Dictograph in Dallas in-  
clude the Southwestern Life Insurance  
Company, Dallas Rupe and Son, Cokes-  
bury Book Store and the Stewart Title  
and Guaranty Company.

"Dictograph plays an important part  
in business by making available to all  
units a quick, convenient and dependable  
method of inter-communication between  
the component parts," Mr. Langdon said.  
"The primary function of the Dicto-  
graph is to provide instantaneous and di-  
rect communication between departments  
and executives of an organization. The  
Dictograph accomplishes this without re-  
sorting to the use of switchboards, auto-  
matic dials, telephone operators. You sim-  
ply press a key and talk."

## Sources of Glassware Closed to United States

Recent cables from Prague indicate  
that most of Czechoslovakia's glass in-  
dustry has been taken over by Germany,  
according to the specialties division, Bu-  
reau of Foreign and Domestic Commerce.

All of the plants producing flat glass  
and 60 to 70 per cent of the glassware  
group are included in the ceded territory.  
American glass manufacturers believe this  
will lessen foreign competition in the  
domestic market, since the German goods  
will, in most cases, be charged a higher  
duty as Germany does not receive most  
favored treatment.

## Citrus Industry Growing in Texas

Manufacturing activities during the  
past month have consisted chiefly in ex-  
pansions and reorganizations of industries  
already established, or in the opening of  
plants which have been temporarily  
closed for seasonal or other reasons, Mrs.  
Clara H. Lewis, editorial assistant in the  
University of Texas Bureau of Business  
Research, pointed out. In this group is in-  
cluded a large number of canning plants  
located in the Lower Rio Grande Valley  
and engaged in processing citrus fruits.

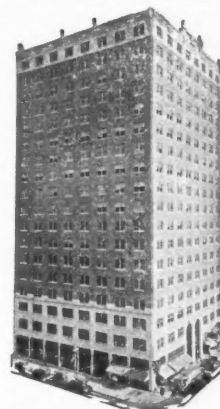
"Present indications are that the can-  
ning of citrus products will show an in-  
crease over the past season, because of the  
large crop this year, and also because of  
the increased national distribution of  
canned citrus products from Texas which  
has taken place within the last two years,"  
Mrs. Lewis said.

## GOOD ADVICE

Call Us  
for  
Your Linen  
Supplies  
and to  
Rent Folding  
Chairs



**DALLAS TOWEL SUPPLY CO.**  
2511 Commerce 7-4396

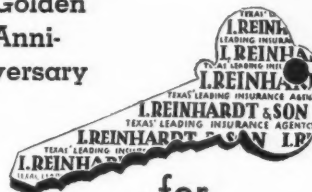


Beautiful, substantial and modern,  
the Allen Building stands clear on  
all sides for light and ventilation.  
Equipment, service and reputation  
unsurpassed. Conservative in ten-  
ant selection.

## ALLEN BUILDING

Commerce and Ervay  
R. R. WILSON, Bldg. Mgr. Phone 2-9296

Golden  
Anni-  
versary



for

**FIFTY YEARS**

—the "Key to Perfect  
Insurance Service,"  
in Dallas

**I. REINHARDT & SON**

Chas. R. Tucker John L. Cottingham  
First National Bank Building





# Merry Christmas

## Automobiles

**JOHNSON BROS. CHEVROLET  
COMPANY**  
1917 Ross Avenue



**All New Models**  
*See Our Used Car Bargains*

**JNO. E. MORRISS CO.**  
Authorized Chevrolet Dealer  
LANCASTER AT NINTH 9-1165

## Barber Shops

**SANTA FE BARBER SHOP**  
J. R. DAMRON  
1007-8 Santa Fe Building  
Phone 2-3562

THE BUSINESS MAN prefers our complete  
TONSORIAL SERVICE  
Harry Gremm, Manager . . . . . M. O. Lynn  
Frank Tye . . . . . Bill Dorris  
W. J. Troncalli . . . . . Moena Brady, Manicurist  
**WHITMORE HOTEL BARBER**  
1017 Commerce SHOP 2-1190

## Cafes

AIR CONDITIONED OPEN DAY AND NIGHT  
**ORIENTAL CAFE**  
Try Our Sizzling Steak and Chinese Chop Suey  
We put up Chop Suey and Chow Mein to take  
out on Parties  
PHONE 2-0009  
1112 Main Street DALLAS, TEXAS

## Cafes—Continued

*Holiday Greetings to Our Friends*  
**CLUB CAFE**  
Dallas' Best Steak House  
817 South Ervay Street

## Chiropractors

**KEELER CHIROPRACTIC  
& DRUGLESS CLINIC**  
28 Years in Practice  
Radionic Diagnosis, X-Ray and Physio-Therapy  
We Do No Guessing  
CLYDE M. KEELER, D.C.Ph.C.  
2800 Oak Lawn Telephone 5-2448

**GEO. I. BENNETT, D.C., Ph.C.**  
4814 COLUMBIA  
Phone 8-8692

## Coffee

SEASON'S GREETINGS  
to Our Friends and Customers  
**AMERICAN UNIVERSAL  
COFFEE COMPANY**  
1626-30 Bryan 2-2017

## Construction Companies

**W. H. KING**  
BUILDING CONTRACTORS  
Dallas Builders Since 1914  
518-19 Construction Bldg.  
Phone 7-6094

## Detective Agencies

**SMITH DETECTIVE AGENCY**  
and  
**NIGHT WATCH SERVICE**  
610 North Akard Street Phone 2-8781

## Electricians

CONTRACTING . . MOTORS . . FANS  
**Libecap Electric Co.**  
Day or Night 208 S. Haskell Ave.  
ROSCOE E. LIBECAP  
Phone 3-8136 Dallas, Texas

## 5 and 10 Cent Stores

*A Merry Christmas  
and  
A Happy New Year*  
from  
**S. H. KRESS & CO.**  
5c, 10c and 25c  
1404 Elm St. Dallas

## Funeral Parlors

**LAMAR & SMITH**  
Ambulance Service  
Complete Funeral Arrangements  
800 West Jefferson Telephone 6-2146



**Suggs Funeral Home**  
FUNERAL DIRECTORS - EMBALMERS  
1001 Second Avenue — Telephone 4-2424  
Dallas, Texas  
TRUETT REVIS  
"Deserving of Your Consideration"

## Furs

114 S. Beckley DALLAS Phone 9-9225  
**F. P. MAGNOLIA**  
*Furrier and Ladies' Tailor*  
 Wishes to take this opportunity to thank each and every customer for their past patronage and wishing all a Merry Christmas.  
 406 Wilson Building Phone 2-8843

## Hardware

**The Hardware Exchange**  
*We Buy . . . Sell . . . Trade*  
 Ray Seater, Manager  
 2646 East Elm Street 2-1021

## Heating Equipment

**KINNISON BROTHERS**  
*Heating Engineers*  
 GAS BURNER CONTRACTORS  
 1601 Cedar Springs Phone 2-3321

## Hospital Equipment

**HARRY C. SCHUETT**  
 Hospital Equipment Rental Service  
 8-9631  
 Rental of Banquet and Card Tables, Folding Chairs, Punch Bowls, Cups, Plates, Linens, Silver  
 FOR ALL OCCASIONS  
 3512 Ross Avenue

## Insurance

*Seasons Greetings from*  
**BLANTON THOMAS & CO.**  
 General Agents—All Lines of Insurance  
 Including Fire, Tornado, Casualty, Automobile  
 Public Liability and Kindred Lines  
 807-8 Tower Petroleum Building 2-4533

## CAPITAL LIFE INSURANCE CO.

ALL KINDS OF INSURANCE  
*Life—Health—Accident—Casualty*  
*Fire—Tornado*

Tower Petroleum Bldg. 2-3400

## Insurance (Con'd.)

**HOLIDAY GREETINGS** *from the*  
**Business Men's Assurance Company**  
 Life, Accident and Health Insurance  
 A. W. Hogue, State Manager  
 TOWER PETROLEUM BUILDING

**SEASON GREETINGS**  
**GEORGE A. COX & CO.**  
*All Kinds of Insurance and Bonds*  
 Liberty Bank Building 2-5677

## Interior Decorators

**JAMES E. SCOTT, Inc.**  
*Exclusive Home Decorators*  
 3514 Oak Lawn 5-0928

## Jewelry

*Diamond Cutters Since 1905*  
 LOOSE DIAMONDS  
 JEWELRY REPAIRING  
**Drilling, Kaleko & Sluyter**  
 224 Santa Fe Building  
 Phone 2-6023

\$100 Man's Diamond Ring—An unredeemed value at \$37.50  
 \$125 Platinum and Diamond Wrist Watch—17 Jewels. Another Great Bargain at Only \$59.50

**LOUIS H. NOVIN**  
*"Over 35 Years in Dallas"*  
 1108 Main Telephone 2-3878

## Laboratories

Cure Your Cold  
 With a Texas Product  
 Ask For **PH** Nose and Throat Drops  
 Dealers Make More Profit  
 SATISFACTION GUARANTEED  
 Ask for It  
 A Product of PENN-HUGHES  
**GENA LABORATORIES**  
 Incorporated

## Markets

**FULTON MARKET**  
 904 Main Street  
 Telephone 2-7607

**LIBERTY MARKET**  
 D. R. Little, Owner  
 117 North Haskell Street 8-0766

## Mattresses

**IDEAL MATTRESS CO.**  
*"The Ideal Way"*  
 Renovating, Sterilizing, Manufacturing  
 Makers of the Famous "Texas Pride,"  
 "Inner-Spring" and "Ideal Rest" Mattresses  
 SPECIAL PRICE delivered anywhere in Texas  
 for \$15.00  
 1013 South Lamar Telephone 2-7062  
 T. D. ROSS, Manager

## Neon Signs

An advertising sign exercises maximum sales power only as long as it keeps its freshness unmarred.  
*For enduring sales appeal specify*  
**TEXTLITE PORCELAIN ENAMEL**  
**TEXTLITE, INC.**  
 2828 Factory Street Phone 5-6141

## Optometrists

*Holiday Greetings from*  
**D. MARTIN THOMAS**  
*Dispensing and Manufacturing*  
**OPTICIAN**  
 913 Mercantile Building 2-4493

## Poultry

*Give a Turkey for Christmas*  
 SELECTED POULTRY  
 Dressed While You Wait  
**Consumers Poultry Market**  
 PAUL F. LOVERETT, Proprietor  
 Greenville Ave., 300 Feet South of Lovers Lane  
 Telephone 8-1441

## Press Clippings

**Texas Press Clipping Bureau**  
 ESTABLISHED 1910  
 Clippings - Advance Information - Reports  
 Covering All Activities  
 We Furnish a Prompt and Thorough Clipping Service from All Texas Newspapers and Magazines  
 Insurance Building Dallas, Texas

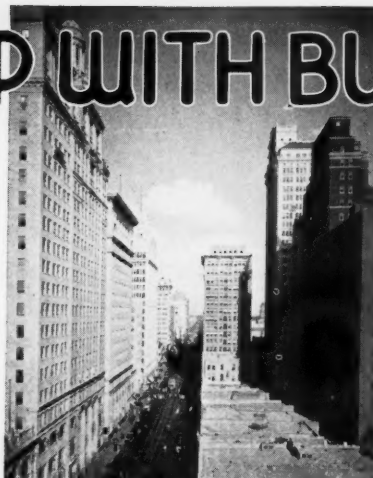
## Printing

**E. J. STORM PRINTING CO.**  
 1308 Marilla  
 2-4804

## Real Estate

**TERRY BROTHERS**  
 REAL ESTATE AND LOANS  
 1649 Pacific Avenue  
 DALLAS, TEXAS

# KEEPING UP WITH BUSY DALLAS




**AMERICAN BEAUTY**  
Catalogue Covers—Wire-O Binding  
Ask us or your printer to assist you in making your sales literature more effective.  
**American Beauty Cover Co.**  
2000-S Orange St. 7-5179 Dallas

*Automobile Banking Since 1911*  
**Frankfurt Finance Corp.**  
710 North Pearl  
Telephone 7-1126  
Vic Frankfurt J. E. Earnest John Nance  
President Vice-President Treasurer

**Southwestern Blue Print Co.**  
**PHOTOSTAT PRINTS**  
405 S. Akard St. PHONE 2-8084 Construction Bldg.

**Oldham & Sumner Lumber Co.**  
Quality Materials  
Loans Arranged  
927 South Haskell Phone 8-5195

 Typewriters  
Adding Machines  
Repairs and  
Supplies  
**S. L. EWING CO.**  
1606 Commerce Street Dallas, Texas

Printing Plates Ad Plates Multigraph Plates  
**Electrotyping**  
Sam Ross McElreath Dallas

BLUE PRINTS PHOTOCOPIES  
ROTAPRINTS SUPERSTATS  
Manufacturers of  
BLUE PRINT PAPER & CLOTH  
**JNO. J. JOHNSON**  
1912 N. St. Paul St., Phone 2-8067 Dallas

**NEW ARRIVALS**  
**MOVE LISTS**  
**LOCATING**  
**Dallas Business Reporter**  
P.O. Box 5151 Phone 2-4586

**WE SERVE  
MILLIONS!**  
 **PIG STANDS**  
Incorporated

**Metropolitan**  
**BUSINESS COLLEGE**  
FOREMOST IN DALLAS FOR 50 YEARS  
An established, reliable school. Experienced teachers, thorough training, successful graduates. Write, call or phone 7-8514 for information.

In & Outdoor Bulletin Window **SIGNS** Sales Rental Service  
**NEON TUBE LITE SIGN CO.**  
H. H. Ray 4-4700 Willie Flashour

**GILL & BENNETT**  
*Architects and Engineers*  
GRAYSON GILL, M. Am. Soc. C. E.  
MURRELL BENNETT, A. I. A.  
Great National Life Building, Dallas

**COZZENS - ROBERTSON**  
**SECRETARIAL SCHOOL**  
A select, small school, with the finest equipment, devoted to training high-grade secretaries in small, semi-private classes.  
419-22 Wilson Building Phone 7-9959  
DALLAS, TEXAS

*In Our New Home*  
**DR. DAVE DUNCAN**  
Dentist  
Office Hours: 8 A.M. to 7 P.M.  
Sundays: 9 to 12  
824 Allen Building Phone 7-0455

**Give a  
KODAK!**  
We have Kodaks for every taste, every picture requirement, every purse!  
**MARLOW'S**  
"The Camera Store in Dallas"  
1610 MAIN STREET

## EMPLOYEES

All city employees are entitled to one-half day off duty for Christmas shopping in keeping with an annual custom, Assistant City Manager James W. Aston notified departments Tuesday. Officials began this practice several years ago to cooperate with merchants and also to help employees who ordinarily have only the noon hour and Saturday afternoon for shopping.

## TRAVEL

Coach fares will be reduced 20 per cent and tickets valid for travel in Pullman cars will be cut 10 per cent for holiday travelers, beginning December 15, Reed Culmer, district passenger agent for the Pennsylvania Railroad, announced Tuesday.

## BIDDER

Frank Parrott was low bidder for the Mill Creek storm sewer in Ashby from Lafayette to Capitol, with an offer of \$19,516, Assistant City Engineer Eugene Couch said. The sewer will be constructed in cooperation with the WPA.

## DALLAS BOY

Texas Tech's weaving demonstration, which will be set up in a hotel lobby here during the Cotton Bowl Jubilee to make Tech hatbands, probably will be in charge of a Dallas boy.

Guion Gregg, Jr., junior student at the Lubbock school and president of its Textile Engineering Society, wrote his father, of 3511 Haynie, that two entire rooms of the laboratories would be brought here for the demonstration.

This Dallas youth, in addition to heading the Textile Engineering Society at Tech, is the representative of that division of the student body on the council which governs student activities.





## How Much Business Did You Almost Get In 1938?



## How Much Business Are You Going To Get In 1939?

Alert executives are now analyzing the business their companies almost got in 1938. They are probing to determine why they failed. Who got the business... why... and whether they will continue getting it in 1939.

Then they are estimating how much new business they can get in 1939. How many new wholesalers? Distributors? How

much new territory to open? How much to spend in advertising... sales promotion and sales contests? Whether to introduce new products?

We are helping other executives formulate their plans to get their full share of business in the New Year. We would like to help you. Let's take a peep, together, into 1939. No obligation.



# RATCLIFFE ADVERTISING AGENCY

Nationally Recognized

Established 1926

SOUTHLAND LIFE BLDG.



DALLAS



TELEPHONE 2-8035

Acme Screen Company	23	Duncan, Dr. Dave	40	Morris, John E. Chevrolet	38
Acme Window Cleaning Company	37	Ewing, S. L.	40	Murphy System	31
Adlefa Show Case Company	16	First National Bank	15	National Detective Agency	37
Allen Building	37	Ford Motor Company	44	National Hotels	3
Ambassador Hotel	27	Frankfort Finance Corporation	40	Neon Tube Sign Company	40
American Beauty Cover Company	40	Fulton Market	39	Novin, Louis Jewelry Company	39
American Universal Coffee Company	38	G & G Florists	18	Oldham & Sumner Lumber	40
Anderson Furniture Company	3	Garvin, Luke B.	27	Oriental Cafe	38
Atlas Metal Works	22	Gaylord Container Corporation	23	Outdoor Electric Advertising Company	23
Austin Engraving Company	34	Gena Laboratories	39	Par-Tex Hosiery	26
Barrow-Wade-Guthrie Company	16	Gill & Bennett	40	Pig Stands, Inc.	40
Beaumont Port Commission	18	Hardare Exchange Company	39	Pollock Paper Company	23
Bennett, Geo. I.	38	Hawkins Tire & Battery Company	34	Ratcliffe Advertising Company	41
Berns, Morris A.	16	Hedgecock Artificial Limb Company	28	Reinhardt & Sons, I.	37
Bleeding Bait Mfg. Company	36	Hesse Envelope Company	29	Republic Insurance Company	25
Bolanz & Bolanz	36	Hilltop Stables	17	Republic National Life Insurance	25
Brewington Lumber Company	28	Hilton Hotel	17	Robinson Machine & Forge Works	22
Brown Cracker Candy	22	Hudson & Hudson	25	Santa Fe Barber Shop	38
Burnett, J. J.	34	Ideal Mattress Company	39	Schueft, Harry C.	39
Business Men's Assurance Company	39	Johnson Bros. Chevrolet Company	38	Scott, James S.	39
Capitol Life Insurance Company	39	Johnson, John J.	40	Skinnie & Jimmie	29
Cannon Ball Towel	37	Keeler Chiropractic Clinic	38	Smith Detective Agency	38
Club Cafe	38	King, W. H. Construction	38	Smith Typewriters, L. C.	32
Cockrell Electric Company	37	Kingsbury Tie Company	26	Snow White Laundry & Cleaning	25
Commercial Tire Company	24	Kinnison Bros.	39	Southwestern Blue Print	40
Consumer's Poultry Market	39	Kress, S. H.	38	Southwestern Steel Rule & Die Company	35
Coston, Dr. A. E.	24	Lamar & Smith Funeral Home	38	Stewart Office Supply	27
Cox, Geo. A.	39	Libecap Electric Company	38	Storm Printing, E. J.	39
Cozzens-Robertson School	40	Liberty Market	39	Suggs Funeral Home	38
Cullum & Boren	17	Lindsley, J. W.	37	Superior Photo Engravers	30
Dallas Building & Loan	34	Lingo Lumber Company	34	Sweeney Engineering Company	24
Dallas Business Reporter	40	Long, Lloyd M.	25	Terry Brothers Real Estate	39
Dallas Floor Surfacing Company	2	Lorenz Wood Carving Company	22	Texas Cut Stone	23
Dallas Gas Company	2	Magnolia Fur Company	39	Texas Press Clipping Bureau	39
Dallas Power & Light	28	Marcy Lee Mfg. Company	23	Textile, Incorporated	39
Dallas Railway & Terminal Company	43	Marlon's	40	Thomas, Blanton Insurance	39
Dallas Tank & Welding Company	31	Marten Mfg. Company	26	Thomas, D. Martin	39
Dallas Towel Supply Company	37	M. B. M. Productions	24	Universal Building Products Company	4
Dallas Transfer & Terminal Warehouse	30	McElreath, Sam Ross	40	Vent -A-Hood Company	22
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Dentler Maid Food Products	25	Metropolitan Building & Loan	36	Whitmore Hotel Barber Shop	38
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Drilling, Kaleko & Slyter Company	39	Model Tailors	16	Wright Insurance Agency	36

MODERN layout and typography are daily changing. Look through the magazines and see the many illustrations and quantity of color; see the spot here and the curved line there. Why this departure from the old system? Because it has been found that the first impression must be pleasing to the eye.

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